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INCLUDING

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MARCH 29-APRIL 4, 1954

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(29)

ABC & DuM- 9-9:30pm EST; SPECIAL; Address by Secretary of State Dulles; from WABC-TV(NY), to the ABC and DuMont nets. Sustaining, public service. Prod- ABC Special Events & Public Affairs. Secretary of State John Foster Dulles addresses the 15th annual dinner of the Overseas Press Club at the Waldorf-Astoria Hotel in New York on the topic, "Freedom and Indo-China."

Saturday(April 3)

CBS- 3:45-4:15pm EST; DEBUT; Horse Racing at Jamaica; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Television Sports Dept(NY); Prod & Dir- Judson Bailey. Bryan Field describes the running of Jamaica stake races, with Sammy Renick doing the "color" commentary, for the April meeting at Jamaica. Races on successive Saturdays are the Excelsior Handicap(3); Experimental Handicap(10); Gotham Stakes(17); Wood Memorial(24).

Sunday(4)

CBS- 6-6:30pm EST; DEBUT; The American Week; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV Public Affairs Dept(NY); Prod- David Zellmer; Editor- Ernie Leiser; Researcher- William Sale; Dir- Vern Diamond; Sets- Al Brenner. Eric Sevareid, chief Washington correspondent for CBS Television and Radio, will present his observations on each week's significant news events, pointing up the motivations behind and the relationships between news developments throughout the world during the week preceding the telecast. Bob Hite will narrate the film portions of the program.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Dotty Mack Show (Sat, 7:30-8pm EST) New time, effective April 3. Previously seen 6:30-7pm. Program replaces Leave It To The Girls, which had its final showing March 27. No net service in the vacated 6:30-7pm spot.

Talent Patrol (Thurs, 8-8:30pm EST) New time, effective April 1. Previously seen 9-9:30pm. Program replaces It's About Time, which moves to Sunday, 7:30-8pm EST, effective April 4, succeeding Paul Whiteman's TV Teen Club in the Sunday spot. The Whiteman program had its last showing March 28. Fran Allison became a regular panelist on It's About Time, replacing Ruth Duskin, effective March 25.

NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

ABC- Elmer Davis (Sun, 3:30-3:45pm EST) and At Issue, with Martin Agronsky (Sun, 3:45-4pm EST) will originate from WMAL-TV(Wash), effective April 4. Both commentators had previously worked from New York.

Dr. I. Q. (Sun, 9:30-10pm EST) New day and time, effective April 4. Last program in its previous Monday 8:30-9pm spot is March 29. Program replaces The Peter Potter Show in the Sunday spot. Last show for Potter is March 28. Both have been sponsored by Hazel Bishop, Inc., thru Raymond Spector Co., Inc., with the sponsorship continuing for Dr. I. Q. A kinescope re-run of Who's The Boss? (Fri, 9:30-10pm EST) will be seen in the time vacated by Dr. I. Q., Mon, 8:30-9pm.

CBS- The General Foods 25th Anniversary Show -- Rogers & Hammerstein (March 28, Sun, 8-9:30pm EST) ADD STATION INFO: CBS will feed to NBC, ABC, DuM nets and WPIX (NY) and WATV(Newark), plus five CBC stations. Press time total: CBS, 92 stations; NBC, 97 stations; ABC, 53 stations; DuMont, 15 stations; Canadian, 5 stations. Total: 259 U. S., 5 Canadian stations, with possibly 10 more U. S. stations to be added.

Omnibus (Sun, 5-6:30pm EST) Last program in season's series, the 26th, on March 28. Beginning Sun, April 4, Adventure expands to a full hour and moves from its regular 4:30-5pm period to 5-6pm EST, with The American Week (See page 49) taking over 6-6:30pm. Sunday afternoon schedule for one week, April 4, will be: 3-3:30pm, TBA; 3:30-4pm, Man of the Week; 4-4:30pm, Juvenile Jury; 4:30-5pm, Youth Takes a Stand. For Adventure, Lamar Caselli took over as director at the beginning of March, replacing Tom Donovan.

NBC- American Forum of the Air (Sun, 4-4:30pm EST) New time, effective Sun, April 4. Program had been seen 2:30-3pm, now moves into the spot vacated by Excursion (See page 46). President's Week, Sun, 3-3:15pm, and The Nature of Things, 3:15-3:30pm went off after their March 28 showings. No net service, 2:30-3:30pm, effective April 4.

FUTURE NETWORK CHANGES

CBS- Net Daytime Schedule Change, effective Mon, July 5: Mon thru Fri: 7-9am EST- The Morning Show; 10-10:30am- The Garry Moore Show (Mon thru Thurs; on Fri, the Moore show is 10-11:30am); 10:30-11:30am- Arthur Godfrey Time (Mon thru Thurs; for Fri, see Moore note preceding); 11:30-12noon- Strike It Rich; 12-12:15pm- Valiant Lady; 12:15-12:30pm- Love of Life; 12:30-12:45pm- Search For Tomorrow; 12:45-1pm- The Guiding Light; 1-1:15pm- Portia Faces Life; 1:15-1:30pm- New show, title to be announced, for Procter & Gamble; 1:30-2pm- Welcome Travelers; 2-2:30 pm- Double or Nothing (Mon, Wed, Fri only; Tue & Thurs, TBA); 2:30-3pm- Art Linkletter's House Party; 3-3:30pm- The Big Payoff; 3:30-4pm- Bob Crosby Show; 4-4:15pm- The Brighter Day; 4:15-4:30pm- The Secret Storm; 4:30-5pm- On Your Account.

NETWORK SPONSOR ACTIVITY

VITAMIN CORP OF AMERICA(Rybutol) thru Batten, Barton, Durstine & Osborn, Inc(NY), will sponsor The Goldbergs, Tues, 8-8:30pm EST, over 160 stations of the DuMont net, effective April 13, replacing Bishop Fulton Sheen's program, Life Is Worth Living.

BAUER & BLACK(Curad Bandages) thru Leo Burnett & Co, Inc(Chi) will sponsor the Fri, 2:45-3pm segment of Art Linkletter's House Party (Mon thru Fri, 2:30-3pm) over CBS-TV, effective April 30.

WABC-TV(Ch 7) New York - The Dream; SPECIAL March 28; Sun, 1-1:30pm EST, one time only. Sustaining. Pkgr- Rabbi Benno M. Wallach with WABC-TV; Prod & Composer- Larry Marks; Dir- Alan Pottasch; Writer- Rabbi Benno M. Wallach; Music Dir- H. W. Alderfer. Non-sectarian pageant on brotherhood, tracing freedom throughout the ages, with an adult cast augmented by the Metham High School Choir of Merrick, L. I., under the direction of Alderfer. John Patterson, Jr., is narrator.

WCBS-TV(Ch 2) New York - The George Skinner Show; DEBUT March 29; Mon thru Fri, 9-10am EST. Sponsor- Participations. Pkgr- WCBS-TV; Exec Prod- Dan Gallagher; Dir- Charles Hinds. George Skinner, WPTZ(Phila) personality for the past five years, stars in a new variety program, featuring vocalists Toby Deane and Tommy Furtado, backed by the Mort Lindsey Trio, composed of pianist Lindsey, guitarist Barry Galbraith, bass player John Zimmerman.

WNBT(Ch 4) New York - The Challenge; SPECIAL March 27; Sat, 4:30-5pm EST, one time only. Pkgr- WNBT with 92nd St YM-YWHA; Prod- Harry Olesker; Dir- Jim Elson. Mrs. Eleanor Roosevelt moderates a panel discussion, "Is New York Doing an Adequate Job in Combating Juvenile Delinquency?" with the panel composed of Mrs. Anna Kross, Commissioner of Correction for New York City; Judge Nathaniel Kaplan, President of New York City's Youth Board; Dr. Mary O'Neil Hawkins, authority on adolescent psychology; and Carl Urbont, asst executive director, 92nd St YM-YWHA. Ben Grauer is host for the discussion which will include a tribute to the 92nd St "Y" on its 80th anniversary, this month.

WNBT - New York City Cancer Crusade; SPECIAL April 1; 11:20pm-12:20am EST, one time only. Pkgr- WNBT; Exec Prod- Herbert Swope, Jr.; Prod- William Harbach; Dir- Dwight Hemion. Steve Allen m.c.'s a public service variety program, supervised by George Wolf, v.p., Geyer Advertising, Inc. The variety lineup will include a dramatic scene from "The Remarkable Mr. Pennypacker," currently on Broadway, with Burgess Meredith, Martha Scott and Una Merkel.

WNBT - Conversation; DEBUT April 3; Sat, 12midnight, approx a half-hour EST. Sustaining. Pkgr- WNBT in assoc with Louis G. Cowan, Inc(NY); Prod- Louis G. Cowan; Dir- Larry Roemer. Ben Grauer moderates weekly discussions that will informally deal with ideas in living in all fields, other than politics and world affairs, with the TV camera eavesdropping on discussions of ideas in literature, films, the theatre, the arts, etc. The program length will follow the discussion to its natural length, either less or more than a half-hour generally. Premier program will examine "Humor in Conversation," with authors Alan Greene and Laura Hobson and publisher George Weidenfelt.

WNBT - Sunday Night Carousel; DEBUT April 4; Sun, 11:20-12midnight EST. Sustaining. Pkgr- WNBT; Exec Prod- Caroline Burke; Prods- Igor and Oleg Cassini; Dir- Larry Roemer. Igor Cassini interviews celebrities, previews Broadway openings, highlights special New York events in society and entertainment worlds. Oleg Cassini will present a fashion show featuring his own designs and those of other high fashion designers.

WOR-TV(Ch 9) New York - Aunt Jean, with Jean Phair; DEBUT March 22; Mon thru Fri, 4:35-5pm EST. Sustaining. Pkgr- WOR-TV; Prod- Jean Phair; Dir- Ralph Giffen. Homemaking expert Jean Phair presents tips on cooking, decoration, shopping, market conditions, etc. Program replaces The Cooking Lady, also starring Jean Phair, in approximately the same time spot. (See Vol 5, No 50, page 2).

WOR-TV - 8th Annual N. Y. Herald Tribune Forum; HIGHLIGHT March 27; Sat, 2-5 pm EST. Sponsor- Packard Dealers of N. Y. thru J. R. Pershall Co. Prods- Richard L. Tobin(Herald Tribune) & Ivan Reiner(WOR); UN staff also furnishing prod and dir. The annual Herald Tribune Forum for High Schools (Cont'd next page)

WOR-TV(Ch 9) New York - N. Y. Herald Tribune Forum(Cont'd from previous page): held at the UN General Assembly Bldg in New York, features Sen. Alexander Wiley (R, Wisc.) as principal forum speaker; with student delegates from 32 countries participating in panel discussions. The World We Want (Fri, 6:15-6:45pm) presenting the views of student delegates, will end with the March 26 program. (See page 16). The student delegates leave New York April 2.

WAAM(Ch 13) Baltimore - Nick's Sports Notes; DEBUT March 22; Mon thru Fri, 7-7:10pm; Sun, 9:15-9:30pm EST (Sun program debuted March 14). Sponsor- American Brewery, Inc thru Elmer D. Free, Advertising(Balt). Sports previews, highlights, scores and interviews, with Nick Campofreda, the sports voice of American Brewery.

WBAL-TV(Ch 11) Baltimore - Racing at Laurel; DEBUT March 20; Sat and daily, except Mon, 4-5pm EST. Sponsor- American Brewery, Inc thru Elmer D. Free, Advertising. Nick Campofreda handles "color," interviews and running commentary for two races daily, including the feature at Laurel, Md., race track. Major stake races on Saturdays include Capitol(20); Cherry Blossom(27); the Laurel(April 3) and the Chesapeake Stakes(April 10), the final stake race in the series.

WBBM-TV(Ch 2) Chicago - Rehearsal Hall; DEBUT March 27; Sat, 9:30-10pm CST. Sustaining. Pkgr- WBBM-TV; Exec Prod- Les Weinrott; Prod & Writer- Chuck Strother; Dir- Dick Liesendahl; Sets- Bill Rittman; Electrician- Eddie George. Jim Conway is host and m.c. for this variety program presented in the nature of a full rehearsal of a TV variety show, with all equipment performing functions in front of the cameras, including set and lighting moves. John Coughlin will be heard as the off-stage director, guiding the movements of vocalists Jean Williams, Gloria Allyn and Len Dresslar, backed by the Larry Taylor combo. Cabot and Clark do the interpretive dancing and Larry Alexander does comedy sketches and impressions.

WGN-TV(Ch 9) Chicago - The F-Bar-F Ranch Show; DEBUT March 27; Sat, 11-11:30am CST. Sponsor- First Federal Savings and Loan(Chi) thru Advertising Division, Inc(Chi). "Arkie, the Arkansas Woodchopper," accordianist Augie Klein and nature and science films are featured in this remote from the "F-Bar-F Ranch Room" at the First Federal Savings and Loan Assn building, a room converted two years ago into a Western atmosphere auditorium used for children's shows.

KNXT(Ch 2) Los Angeles - Newspaper of the Air (Mon thru Fri, 10:30-10:45pm PST) and KNXT News, Sports, Weather (Mon thru Fri, 10:45-11pm PST) COMPLETE STAFF CHANGE March 22. Charles Herring named newscaster; Gil Stratton, sportscaster, and George Fisher, on-the-air motion picture editor; replacing Jack Gardner, Tom Harmon and Austin Green on the programs.

WPTZ(Ch 3) Philadelphia - Let Scott Do It; NAME CHANGE March 29; Mon thru Fri, 9-10am EST; & The Alan Scott Spotlight; NAME CHANGE March 29; Mon thru Fri, 2-2:30 pm EST. Alan Scott stars as host and "conversationalist" on the two regular shows formerly hosted by George Skinner who begins a new show for WCBS-TV(NY) March 29 (See page 51). Format and personalities remain the same on both programs. Scott was previously with WCAU and WCAU-TV(Phila). The morning show, Let Scott Do It, includes "Mr. Rivets, the Mechanical Man," Jane King, hostess, and cartoons. The afternoon program, The Alan Scott Spotlight, continues with supporting personalities Harry Harris, Don Rose (Phila Bulletin columnist), Jerry Gaghan (Phila Daily News columnist), co-hostess Jean Sargent, author and critic Charles Lee, and "Miss Terry," a one-year-old baby.

KRON-TV(Ch 4) San Francisco - Golden Gateway; DEBUT March 28; alternate Sun, 2:30-3pm PST, five programs in series. Public service, underwritten by Pacific American Steamship Assn, the Propellor Club(Port of San Francisco), the Pacific Maritime Assn, the Marine Exchange, the Board of State Harbor Commissioners and three San Francisco coffee companies: M. J. B. Co., Hills Bros. Coffee, Inc., and J. A. Folger & Co. Pkgr- KRON-TV with the Maritime Committee of the Junior Chamber of Commerce; Prod & Writer- Larry Williams; Dir- Randy Larson. Jay Jacobus is narrator for each program, tying together filmed sequences and studio interviews on each program's subject: "Entering Port"(28); "The Harbor"(April 11); "Coffee, Queen of Imports"(25); "Your Merchant Marine"(May 9), and "Maritime Labor"(23). The series will give a complete picture of San Francisco Port and Bay Area maritime activities.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WCBS-TV(2)	*"Mr. District Attorney" (Ziv TV Programs)	-alt wks: Carter Prods thru SSC&B and G. Krueger Brewing thru Grey	4/3	Sat	7-7:30pm
Chicago					
WGN-TV(9)	#"Hollywood Half-Hour" (Consolidated TV)	-Nat'l Credit Clothing thru Gordon Best Co.	3/18	Thu	7:30-8pm
WGN-TV(9)	#"Front Page Detective" (Consolidated TV)	-Nat'l Credit Clothing thru Gordon Best Co.	3/25	Thu	9-9:30pm
WGN-TV(9)	*"Fulton Lewis, Jr." (United TV Programs)	-Chicago Motor Club	3/27	Sat	8-8:15pm
WNBQ(5)	*"Janet Dean, R. N." (MPTV)	-Emerson Drug(Bromo Seltzer) thru Lennen & Newell	4/3	Sat	10:30-11pm
Los Angeles					
KTTV(11)	*"Hopalong Cassidy" (NBC Film Div)	-Open for sponsor	3/24	Wed	7-7:30pm
KTTV(11)	*"Adventures of Blinkey" (Blinkey Prodns, Inc)	-American Maize Products Co(Amazo) thru Kenyon & Eckhardt	3/20	Sat	5:30-5:45pm

CODE: *First run #Re-run SPONSOR NOTES: Peter Paul, Inc(Caramel Div) thru D-F-S spons "Joe Palooka," WABD(NY) Mar 27-June 19 (See film list, page 44).

FILM DIGEST: George Bagnall Associates, Inc., which has exclusive distribution rights to products owned by Consolidated Television Sales, the latter recently purchased by Shull Bonsall, will share New York offices with Consolidated. Tony Azzato has been appointed New York manager.....Smilin Ed's Gang renewal by Brown Shoe Co for another year, taking the series into its sixth year, a record for TV films, is a rarity on another count -- its a net film program, the only one that has survived over a period of time, largely because of single sponsor and product identification.....West Coast pilot films these days are being backed by stars rather than indie packagers, to insure keeping the star active and also to retain a percentage of income, if the series gets picked up.

NEWS AND COMMENT: Procter & Gamble Co's buy of six and one-quarter hours weekly over CBS-TV, effective July 5 (See Future Net Changes, page 50), involving a switchover of Welcome Travelers and On Your Account from NBC-TV, will give the soap company a total of 10 sponsored hours weekly over CBS. It's another move in the shifts of the soap giants and will have even further effects. The behind-the-scenes pushing began when Lever Brothers announced the shift of Lux Video Theatre from CBS-TV to NBC-TV. The pull-out by P & G also leaves NBC with a wide-open afternoon schedule for fall, possibly to be filled with experimental packages announced over the past two years that never could squeeze into the schedule.

TALENT SHOWSHEET MARCH 29-APRIL 4, 1954

Most of the shows on March 26, 27 and 28 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday April 2. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 26

MAMA (Peggy Wood)	CBS 8pm	Dagmar, Queen Of The Golden Gate - (O) by Jerome Ross; with Anne Mary Tallon, Jason Robard and regulars
LIFE BEGINS AT 80 (Jack Barry)	DuM 9pm	Buster Keaton
CAMPBELL SOUNDSTAGE	NBC 9:30	The Test Case - (O) by Joseph Cochran; with Robert Cummings, Gene Lockhart, Henry Hull
PERSON TO PERSON (Edward R. Murrow)	CBS 10:30	Imogene Coca, Emmett Kelly

SATURDAY MARCH 27

ON THE CAROUSEL (Allen Ludden)	WCBS 9am	Ejnar Hansen(glass harmonica player), Janet Pinney(from Museum of the City of New York), Albert W. Herman(Advance Detect.Leag.)
ROD BROWN (Cliff Robertson)	CBS 11:30am	Plan Of Planet H - (O) (SW); with Woodrow Parfrey, William Swan, Louise Miley, Russell Gold; (SD)
TOM CORBETT (Frankie Thomas)	DuM 11:30am	Bill Griffiths, Patsy O'Shea and regulars
LEAVE IT TO THE GIRLS	ABC 7:30	Henry Morgan, Vanessa Brown, Betty Talmadge; (LAST SHOW)
ETHEL & ALBERT (Lynch & Bunce)	NBC 7:30	Katherine Squire, John Gibson, Jane Seymour, Frank Thomas Sr., Helen Seamon, Robert Lieb and regulars
JACKIE GLEASON	CBS 8pm	Gleason returns; regulars only. Gleason will conduct orchestra in Music For Lovers Only and Romantic Jazz
SPIKE JONES	NBC 8pm	Rumpelstiltsken - free adaptation, with Billy Barty in title roles and cast regulars
YOUR SHOW OF SHOWS	NBC 9pm	Rita Gam replaces Wendell Corey as guest host
MEDALLION THEATRE	CBS 10pm	The Alibi Kid - (O) by Robert Haines; with Stephen McNally, Sam Levene, Ben Gazzara, James Westerfield, Joanne Woodward;(SD)

SUNDAY MARCH 28

OMNIBUS (Alistair Cooke)	CBS 5pm	The Apollo of Bellac - (O) by Jean Giraudoux, (A) by Maurice Valency; with Gaby Rodgers, Francis Compton, Claude Dauphin, Doris Dalton, Earl Montgomery, Carl Don, Richard Bengali, Joseph Lieberman, Ralph Hertz, Oscar Karlweis, Una O'Connor; staged by Cyril Ritchard, directed by Robert Banner. ---- Features program highlights of this past season: Two dramas by Ernest Hemingway, Capital Of The World and The Battler; Kabuki dancers; Frank Lloyd Wright interview; Underseas Archaeology, documentary by Captain Jacques Yves Cousteau.
HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	The Ordeal of Thomas Jefferson - with Warner Anderson, Dan Riss, James Smith, Lyle Talbot, Edmund Penny, Douglas Dumbrille, Ted Bliss, June Kenny, Tim Graham, Phil Rich, Leslie Dennison, Wayne Hefley; (SD, LIVE, FROM HOLLYWOOD)
YOU ARE THERE	CBS 6:30	The Conspiracy Of Catherine The Great - (O) by Kate Nickerson; with Maria Riva, Richard Purdy, Ross Martin, Philip Bourneuf, Ray Danton, James O'Rear, Frederick Tozere, Chris White, Ann Hegira; (SD)
LIFE WITH FATHER (Leon Ames)	CBS 7pm	Marion Ross joins regulars this date

SUNDAY MARCH 28 (Cont'd)
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PAUL WINCHELL	NBC 7pm	Mimi Benzell
TV TEEN CLUB (Paul Whiteman)	ABC 7:30	Bernie Nierow(concert pianist), Alberta Williams(soprano), Fred Franciscus(vibraphonist), Nocero & Coombs(D) (LAST SHOW)
Private Secretary (Ann Sothern)	CBS 7:30	Danny Richards Jr., Jeri Lou James and regulars
MR. PEEPERS (Wally Cox)	NBC 7:30	Ernest Truex, Martin Balsam, Pat Hosley, Scott McGregor, Dwight Marfield, Louisa Kirkland
GENERAL FOODS SHOW	ALL STATIONS	Add: Allegro scene with Bill Hayes & Janet Gaylord
ROCKY KING (Roscoe & Todd Karns)	DuM	Murder Suits You - (O) by Philip S. Goodman; with James Bender, William Keene, Betty Buehler, Wiley Hancock, Norma Francis;(SD); *NOTE: Pre-empted by the General Foods Show listed above, this episode will be seen via kine outside of New York only.
THE WEB	CBS 10pm	The Favorite - (O) by James O'Neill; with Henry Lascoe, John Seven, Robert Middleton, John Shellie, Sid Cassel; (SD)

MONDAY MARCH 29
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SLOAN SIMPSON	WOR 7pm	Margaret Webster
JAMIE (Brandon de Wilde)	ABC 7:30	Aunt Ella's Visit - (O) by George Bellak; with Kathleen Comegys, Florence Sundstrom; (SD)
ARTHUR MURRAY	NBC 7:30	Audrey Meadows
NAME THAT TUNE (Harry Salter)	NBC 8pm	Louis "Satchmo" Armstrong
VOICE OF FIRESTONE	NBC 8:30	Mildred Miller
RED BUTTONS	CBS 9:30	Regulars only
ROBERT MONTGOMERY	NBC 9:30	My Little Girl - (O) by AnnWest, (A) by Noel Gerson; with James Dunn, Lee Remick, Collette Lyons, William Lundmark, Daryl Grimes, Joseph Boland, Joseph Foley; (SD) by James Sheldon
STUDIO ONE	CBS 10pm	Paul's Apartment - (O) by Van Siller, (A) by Robert Wallsten; with Eva Gabor, Richard Kiley, David White, Herbert Nelson, Peter Ostroff, Lynne Rogers, Irene Vernon, Frank Daly; (SD) by Franklin Schaffner; title drawing by Rene Robert Bouche
WHO SAID THAT	NBC 10:30	Russell Nype; (NET EXCEPT WNBT; seen on WNBT Sat Apr 3, 4:30pm)
Adolphe Menjou's Favorite Story	WNBT 10:30	The Bedford House Conspiracy - with Mr. Menjou, Gertrude Michael, John Alvin, Archie Twitchell, Charles Evan, Ray Montgomery, Marshall Bradford, Edward Cassidy; Prod & Dir by Lewis Allen
GODFREY TALENT SCOUTS	CBS 8:30	Merelyn Tate (S), Don Adams (C), The Tune Toppers(S,M)

TUESDAY MARCH 30
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Janet Dean, Registered Nurse (Ella Raines)	WNBT 7pm	Goodale Case - (O) by Victor Woolfson; with William Prince, Margaret Wycherly, Patty McCormack, Katherine Anderson, David Winters, Ann Ives; Dir by Peter Godfrey
Cavalcade of America	ABC 7:30	Escape - (O) by Paul Gangelin; with David Alpert, Dabbs Greer, Lawrence Ryle, Robert Paquin, Virginia Lee, Ashley Cowan, Frances Morris; (SD)
Gene Autry	CBS 8pm	Rio Renegades - rerun of film seen 9/29 and 12/29/53
BUICK-BERLE	NBC 8pm	Charlie Applewhite (S), Will Mastin Trio (M), Sammy Davis Jr, Sammy Renick (jockey)
PANTOMIME QUIZ	DuM 8:30	Phyllis Kirk, Arthur Franz, Mona Knox, Cliff Norton
Danny Thomas	ABC 9pm	Tom Tully and regulars

TALENT SHOWSHEET(more)

TUESDAY MARCH 30 (Cont'd)

Fireside Theatre (Gene Raymond)	NBC 9pm	The Relentless Weavers - (O) by Ray Vernon; with Alan Wells, Grandon Rhodes, John Lupton, Claudia Barrett, John Qualen, Raymond Greenleaf; (SD)
U.S. STEEL HOUR	ABC 9:30	The Last Notch - (O) by Frank Gilroy; with Jeff Morrow, Richard Jaeckel, Louisa Horton, George Mitchell, Royal Dano, Harry Bellaver, John Kellogg, John Hamilton, George Overton, Ben Yaffee, Kevin Coughlin, Arthur Jarrett, Frank Fenton, Mike Galloway, Edwin Cooper; (SD)
SUSPENSE	CBS 9:30	Torment - (O) by Michael Dyne; with Luise Rainer, Martin Kosleck, Fred Sadoff, Kurt Graff, Michael Ellis, Fairfax Burgher, Guy Thomajohn; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Military Heart - (O) by Paul Sandhaus, (A) by Nicholas E. Baehr & Sandhaus; with Sidney Blackmer, Laurence Hugo, Barbara Joyce, Harriet McGibbon, Victor Varconi, Philip Kenneally, Vince Barbi; (SD)
DANGER	CBS 10pm	The Little Woman - (O) by Joe Scully; with James Dean, Lydia Reed, Lee Bergere, Frank Maxwell, Albert Salmi; (SD)
Mr. & Mrs. North (Barbara Britton & Richard Denning)	NBC 10:30	Homicide Limited - (O) by Donn Mullally & Lee Erwin; with Maria Palmer, John Alvin, Muriel Manselle, Mary Young, Tom Daly, Richard Avonde; (SD) by Paul Landres

WEDNESDAY MARCH 31

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Close Shave - with Robert Filmer, Byron Foulger, Harry Harvey, Steve Brodie, Burt Wenland; (SW & SD)
CHICAGO SYMPHONY	DuM 8:30	Fritz Reiner, conductor
My Little Margie (Gale Storm)	NBC 8:30	Clarence Kolb, Hillary Brooke, Patricia Hitchcock, Jan Kayne, and regulars
KRAFT TELEVISION THEATRE	NBC 9pm	A Hat For Winter - (O) by Mel Goldberg; with Bart Burns, Mary Fickett, Burt Thorn, Michael Garrett, James Broderick, Jack Arthur, John Kane, Roy Johnson; (SD) by Harry Herman

THURSDAY APRIL 1

Ray Bolger	ABC 8:30	Mario Silette, Argentina Brunetti, Nickie Blair, Dominick Fronterieri, Larry Blake and regulars; (SW & SD)
Four Star Playhouse	CBS 8:30	The Book - (O) by Fred Schiller, (A) by Blake Edwards & Gwen Bagni; with David Niven, Marguerite Chapman, Claire du Brey, Katherine Warren, Ted Stanhope, Douglas Fowley, Herb Lytten, Richard Reeves, Bob Wilke, Frank Ferguson, Claire Carleton;(SD)
LUX VIDEO THEATRE	CBS 9pm	The Way I Feel - (O) by William Kendall Clarke; with Margaret O'Brien; no other info available at press time; (FROM H'WOOD)
KRAFT TELEVISION THEATRE	ABC 9:30	Glorious Morning - (O) by Norman MacOwen, (A) - (SW); with Colin Keith-Johnston, Elizabeth Ross, Frances Fuller, Dean Harens, Joseph Anthony, Jack Livesey, Reba Tassell, Allen Nourse, Don Keefer, Stuart MacIntosh; (SD) by Stanley Quinn
Big Town (Pat McVey)	CBS 9:30	Jeanne Cagney, James Cardwell, Thomas B. Henry, John Dehner, Richard Cutting and regulars; (SD & SW)
Ford Theatre	NBC 9:30	Turn Back The Clock - (O) by Robert L. Hecker & Frances Kavanaugh, (A) by Martin Berkeley; with Richard Conte, Laraine Day, Willis Bouchey, Isa Ashdown, Lillian Culver, Helen Wallace, Robert Burton; (SD) by Ted Post
Public Defender (Reed Hadley)	CBS 10pm	The Forger - with Pat O'Neal, Nancy Hale, Don Haggerty, James Kirkwood, Stuart Randall, Almira Sessions, Dick Elliott, Jim Hayworth, Betty Finley; (SW & SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	Irene Manning, Wolfe Barzell, Bruce Gordon, Vinton Hayworth, Eddie Garr; (SW & SD)

THURSDAY APRIL 1 (Cont'd)

Foreign Intrigue (James Daly)	WNBT 10:30	F.I. In Narcotics - (O) by Harold Jack Bloom; with Alf Kjellen, Margareta Fablen, Alain Blair, Martin Soderhjelm; (SD)
HIGH TENSION	WOR 10:30	I Dream Of Murder - (O) by Sam Hunter; with Stewart Bradley; (WILL BE REPEATED, LIVE, TUE APR 6 10:30PM)

FRIDAY APRIL 2

THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	Harry Belafonte, Pat Marshall, The Lobers(D), Danny Daniels, Mary Kaye Trio(M), Barry Sisters(S), Brucie Weil(child), circus clowns
DAVE GARROWAY	NBC 8pm	Burr Tillstrom, with Kukla & Ollie
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	The Grey And Gold Dress - (O) by James Gunn; with Vera Miles, Peggy Converse, Gertrude Michael, Jan Arvan, Gerry Gaylor; (SD) by Herschel Daugherty; (ANITA COLBY REPLACES ARLENE DAHL PERMANENTLY AS HOSTESS)
Topper (Anne Jeffreys & Robert Sterling)	CBS 8:30	Painting - (O) by George Oppenheimer; with Raymond Greenleaf, Tom Browne Henry, Steve Darrell, Robert Pike; (SD)
Life Of Riley (William Bendix)	NBC 8:30	Tom D'Andrea, Gloria Blondell and regulars; (SW & SD)
Schlitz Playhouse	CBS 9pm	Tapu - (O) by Miles Barnes Jr; with Richard Denning, Jane Wooster, Hilo Hattie, George Macready, Richard Cutting, Bernie Gozier, Anthony Numkema, Frank Hagney, Halani Nakada; (SD) by George Archainbaud
BIG STORY (Robert Sloane)	NBC 9pm	Charles C. Clayton, St. Louis Globe-Democrat - (O) by Gail Ingram; with Leslie Nielsen, Royal Dano, Michael Sheehan, Raymond Bramley, Crahan Denton, Alan Devitt; (SD)
CAMPBELL SOUNDSTAGE	NBC 9:30	God's Children - (O) by James Truex; cast to be announced
Inner Sanctum	WOR 9:30	Identity Unknown - (O) by John Roeburt; with Margaret Phillips, William Prince, Robert Simon, Harold Vermilyea, Arthur Hanson

MULTIPLE AND ACROSS-THE-BOARD SHOWS MONDAY MARCH 29 THROUGH FRIDAY APRIL 2

GEORGE SKINNER	WCBS 9am	Thur - Earl Charles Hall (C)
HOME	NBC 11am	Tu - Burr Tillstrom with original Kukla doll; W - color telecast from Washington D.C.
GARRY MOORE	CBS 1:30	M - Ken Carson returns; 3 Disney cartoonists; Tu - Yank Lawson (M), Lou McGarrity (M); Th - Jackie Gleason, Roger Price; F - Jonathan Winters (C)
KATE SMITH	NBC 3pm	M - Snooky Lanson, The 3 Suns (S,M); Tu - Bill Hayes, Georgie Kaye; Th - Walter Long (D), Charlie Ruggles sketch
MAGIC COTTAGE	WABD 6:30	M thru F - Al Ramsen, Ian Martin; (SW & SD)
PERRY COMO	CBS 7:45	W - Georgia Gibbs
THE MASK	ABC 8pm	Tu(ABC NET), W(NET EXCEPT WABC-TV) - Murder At the Burlesque - kine of drama seen originally 1/10/54
SPOTLIGHT	WOR 8pm	M thru F - The Martyr - (O) by William Attaway; with Frieda Altman, Martin Brandt, Miriam Wolfe; (SD)

SATURDAY APRIL 3

Rocky Jones, Space Ranger (Richard Crane)	WNBT 10:30am	Bobby's Comet - Chapter III - (O) by Warren Wilson; with Charles Meredith, Patsy Parsons, Frank Pulaski, Walter Coy, Joanne Jordan, Nestor Paiva, Charles Horvath, Cliff Ferre, Patsy Iannone, Stan Malotte, Steve Conte; (SD)
SECRET FILES OF CAPT. VIDEO (Al Hodge)	DuM 11:30am	Phil Sterling, Jack Klugman and regulars

SATURDAY APRIL 3 (Cont'd)

CAMERA THREE	WCBS 2pm	Jared Reed (folk singer)
Johnny Jupiter (Wright King)	WABC 5:30	The Hat - (O) by Jerome Coopersmith & Sam Rockingham, (A) by Grace Klein & May Cooper; with Helen Stevens, Tom deGraffenried
Range Rider (Jack Mahoney)	WNBT 6:30	Saga Of Silver Town - (O) by Orville H. Hampton; with Clay Moore Harry Lauter, Lane Chandler, Gloria Saunders, William Fawcett, Nan Leslie, John Phillips, Judd Holden, Edward Coleman; (SD)
Man Against Crime (Ralph Bellamy)	WNBT 7pm	The Plugged Shilling - (O) by P. Harry Namsier; with Arthur Treacher, Blair Davies, Merrill Joels, Frank Rollinger, John Fuhrman
SPIKE JONES	NBC 8pm	ZaSu Pitts
COL. HUMPHREY FLACK (Mowbray & Jenks)	DuM 10pm	The Swami - (O) by Douglas MacKenzie & Chet Crane; with Remo Pisani, Billy Lee, Margaret Hamilton; (SD)
YOUR HIT PARADE	NBC 10:30	Oliver J. Dragon(baritone)

SUNDAY APRIL 4

KUKLA, FRAN & OLLIE	NBC 3:30	Dorothy Collins subs for Fran Allison this date; (FROM NEW YORK)
GEORGE JESSEL	ABC 6:30	Joe E. Lewis, Paddy DeMarco(boxer), Sinclair & Spaulding(D)
OPERA CAMEOS (Martinelli)	DuM 7:30	Faust - scenes from opera by Charles Gounod; with Giulio Gari (tenor), Mildred Ellor(soprano), William Wilderman(basso), Eleanor Tobin(mezzo-soprano)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Sophie Tucker, Eartha Kitt,, Billy de Wolfe, Teresa Brewer, Mary Garden, 1st Piano Quartet, The 4 Musketeers(Met opera stars who will sing pop songs - Roberta Peters, Cesare Siepi, Cesare Velletti, Fernando Corena)
COLGATE COMEDY HOUR (Eddie Cantor)	NBC 8pm	Connie Russell, Billy Daniel, Chiquita & Johnson(D), Ricky Vera, Manolo Mera(S)
General Electric Theatre	CBS 9pm	Pardon My Aunt - (O) by Robert Riley Crutcher; with Richard Carlson, ZaSu Pitts, Claudia Barrett, Bill Phillips, Charles Cane, James Flavin, Jack Lomas; (SD) by Jean Yarborough
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	The Mother - (O) by Paddy Chayefsky; with Cathleen Nesbitt, Maureen Stapleton, David Opatoshu, Estelle Hemsley, Perry Wilson, Dora Weissman, Anna Berger, George L. Smith, Cathleen Hines; (SD) by Delbert Mann
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	The Case Of The Unwanted Guest - (O) by David Harmon; with Truman Smith, Paul Lilly, Gene Leonard, Boris Aplon, David Orrick, Joseph Draper, Charles Rae King, Lisa Ferraday, Richard Robbins, Harold J. Stone
Roy Rogers	NBC 6:30	Carnival Killer -with Don Harvey, Jeanne Dean, Marshall Reed, Rand Brooks, Tom London, Harry Harvey, Russ Scott; (SW & SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	A Nice Try - (O) by Ahlberg & Sweatman; with Fayne Blackburn, Bill Hellinger, Jack Mann, Ronald Dawson, Joan de Marrais
THE WEB	CBS 10pm	Stop-Over - (O) by Von Stuart; with Kay Medford, Grant Richards, Ann Shoemaker, Grace Raynor, Louise Miley, Michael Tolan; (SD)
Loretta Young Show	NBC 10pm	The First Man To Ask Her - (O) by Lenora Mattingly Weber, (A) by Barbara Merlin; with Miss Young, Jack Mahoney, Frances Bavier, John Hoyt; (SD)

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

BOB JONES author The Outdoor Picture Cookbook, pub Mar 26, available radio & TV interview; CONTACT: Mrs. Ellane Hoose, Hawthorn Books, OR 5-2019

LEE BERGERE on recent Studio One Thunder on Sycamore St. show now managed exclusively for TV by Briscoe & Goldsmith MU 2-6244

MURIEL RAHN to tour opera Salome in Fall '54, available for TV through summer; MGR: Dick Campbell SA 2-8666

PHILIP TRUEX returns from California Apr 4; AGT: Grace Lyons JU 6-8330

LENI LYNN singer current Jerry Lester Show available for night-time TV; AGT: Dick Alen, Shaw Artists MU 8-2230

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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VOLUME 6 NUMBER 14

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(5)

ABC- 9:30-10:30pm EST; SPECIAL; World Without End, ON FILM; from WABC-TV(NY), to the net (WABC-TV to show it one hour earlier, local only). Sustaining. Pkgr & Film Prod- United Nations Economic, Scientific & Cultural Organization; Prod- Basil Wright; Consult- Ritchie Calder; Dirs- Paul Rotha(Mexico) & Basil Wright(Thailand); Photogs- Jose Carlos Carbajal(Mexico) & Adrian Jeakins(Thailand); Music Dir- John Hollingsworth (conducting the Boyd Neel Orch); Composer- Elizabeth Lutyens; Writer & Editor- Rex Warner, with Monica Kimick, associate. Narrator- Michael Gough. American premiere of the UNESCO prize documentary, previously shown at the Edinburgh Festival and twice over BBC, which concerns itself with the work of UNESCO in developing backward areas in Mexico and Thailand. Paul Rotha and Basil Wright are British documentary film producers. The film has also been shown in various foreign countries with native language narration.

CBS- 1:15-1:30pm EST, Mon thru Fri; Portia Faces Life; from WCBS-TV(NY), 7 stations live, 5 delayed (2 each to be added April 26); other stations to be added. Sponsor- Post Cereals Division, General Foods Corp thru Young & Rubicam, Inc(NY); Acct Exec- William MacFarland; Agcy & Comm Superv- Mr. Beverly Smith; Comm Anncr- Bill Shipley. Pkgr- Young & Rubicam, Inc(NY); Prod & Casting- Mr. Beverly Smith; Dir- Lloyd Gross(Y&R); Music Dir- Tony Mottola(guitar); Writer- Mona Kent. The television debut of the long-time (12 years) radio serial story of a career versus marriage. Frances Reid stars as Portia, the lawyer-housewife; with Donald Woods as her husband Walter Manning; and Renne Jarrett as daughter Shirley, Charles Taylor as son Dickie, Elizabeth York as Kathy Baker and Richard Kendrick as Bill Baker. Mona Kent, writer of the radio version for ten years, developed a new story sequence for TV. No net service previously at this time.

Tuesday(6)

CBS- 9:30-10pm EST; SPECIAL; Easter Parade of Stars; from WCBS-TV(NY), 33 stations live, 10 delayed. Sponsor- Electric Auto-Lite Co(Batteries, Spark Plugs, etc) thru Cecil & Presbrey, Inc(NY); Agcy Rep- John Donnelly. Pkgr- CBS-TV; Prod- Martin Manulis; Dir- Byron Paul. Third annual TV automobile show, presenting 10 of the country's leading automobile makers latest models, cars that use Auto-Lite accessories as standard equipment. Irene Dunne is mistress of ceremonies for the show, at the Waldorf-Astoria Hotel. Auto company executives and Broadway and Hollywood stars are featured. Program pre-empts Suspense, one time only, for the same sponsor. (See Page B for cast).

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Thursday(8)

NBC- 12:15-12:30pm EST; SPECIAL; Statue of Liberty Stamp Commemoration; from WNBW(Wash), to the net. Sustaining. No credits available. President Eisenhower, Secretary of State Dulles and Postmaster General Arthur Summerfield, join with representatives of the nation's three major faith groups in commemorating the issuance of the eight-cent Statue of Liberty stamp. Program originates live in the postmaster general's office in Washington.

NBC- 8:30-9pm EST; DEBUT; Justice; from WNBT(NY), 30 stations live, 17 delayed. Sponsor- Borden Co(All Products) thru Young & Rubicam, Inc(NY); Acct Exec- Peter Forsch; Agcy Superv- George Dippy; Comm Superv- Sanders Maxwell. Pkgr- John Rust and Talent Associates(NY); Prod- John Rust; Prod Superv- Robert Costello(TA); Dir- Dan Petrie; Music Dir- Ralph Norman; Sets- Robert Wade; Casting- Ethel Winant(Talent Associates); Writers- Various; Narrator & Anncr- Westbrook Van Voorhis. Half-hour dramas based on cases histories from the files of the National Legal Aid Assn, National Assn of Probation and Parole and similar sources. Program replaces Treasury Men In Action for the same sponsor. The latter program will become a filmed series, produced in Hollywood, for ABC. (See Page C for premiere cast credits).

Saturday(10)

CBS- 10-10:30pm EST; DEBUT; That's My Boy; from KNXT(H'wood), no. of stations indefinite. Sponsor- Plymouth Division, Chrysler Corp, thru N. W. Ayer & Son, Inc(Phila). Pkgr- CBS-TV(H'wood); Prod- Cy Howard; Dir- Frank Pacelli; Writers- Howard & Everett Freeman(premiere) and others; Creator and Adapter for TV- Cy Howard. Eddie Mayehoff stars in this new comedy series as Jarring Jack Jackson, a role he originated on the screen; with Rochelle Hudson as his wife Alice; Gil Stratton as his son Junior, Claudia Barrett as Joyce Hunter, Junior's romantic interest, and John Maxwell as Dr. Hunter, Joyce's father. Program replaces Medallion Theatre, in which Plymouth had a participating sponsorship thru Chrysler Corp, in the same time slot.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Open Hearing; DEBUT April 1; Thurs, 9-9:30pm EST; from WABC-TV(NY) and WMAL-TV (Wash), the latter for film pick-ups, to the net. Sustaining. Pkgr- ABC News & Special Events Dept; Prod- John Daly; Dir- Eddie Nugent. John Daly presents the background of current news stories, integrating film clips to present all facets of issues in the news.

CBS- Woman With A Past (Mon thru Fri, 4-4:15pm EST) Byron Kelly has succeeded Marcella Cisney as director.

Red Buttons Show (Mon, 9:30-10pm EST) STAFF WRITER CHANGES; current staff includes Danny and Doc Simon, Arnold Schulman, Bill Derman and Lee Rogow. (See pages 38, 46).

DuM- Dollar A Second (Mon, 8-8:30pm EST) New day and time, effective April 12. Had previously been seen Sun, 10-10:30pm. Replaces Twenty Questions in the new time The latter will return soon on a new day and time.

NBC- The Big Story (Fri, 9-9:30pm EST) David Rich succeeds Dick Schneider as director, effective April 9.

NBC Television Opera Theatre, Sat, 4-5:30pm EST. "Pelleas and Melisande."

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Lost Jobs; DEBUT April 3; Sat, 6:15-6:30pm EST. Sponsor- CIO with the United Furniture Workers thru Paul Miner Associates(NY). Pkgr- Paul Miner Associates; Prod- Paul Miner; Dir- Louis Volpacelli(ABC). Interview-panel discussion integrated with film clips, highlighting the difficulties of workers whose plants have moved to new locations; 13-week series.

WABD(Ch 5) New York - Post Time USA, ON FILM; DEBUT April 7; Wed, 7:45-8pm EST. Sustaining. Pkgr- Tel-Ra Productions(Phila). Film clips of outstanding horse races run during the previous weekend.

WNBT(Ch 4) New York - Let's Look at the News; DEBUT April 4; Sun, 3-3:30pm EST. Sustaining. Pkgr- WNBT; Superv- Bill Berns; Prod- Enid Roth. John Wingate is newscaster on a program prepared especially for children, to keep them informed on current events.

WPIX(Ch 11) New York - Chalk-Talk; DEBUT April 10; before and after home games of the N.Y. Yankees baseball team (1:40pm and approx 4:20pm for premiere). Sponsor- R. J. Reynolds Tobacco Co(Camel Cigarettes) thru William Esty Co., Inc(NY). Dir- Jack Murphy(WPIX). Red Barber interviews and demonstrates theories and chalk-talks with blackboard diagrams, assisted by players, on both the pre-game show originating on the playing field (15 minutes) and the post-game show originating in a clubhouse room at Yankee Stadium (10 minutes). The debut program is in connection with a Yankee-Brooklyn Dodger exhibition, before the regular season opening.

WPIX - N. Y. Major League Baseball; DEBUT April 10(exhibition) REGULAR SEASON DEBUT April 15; New York Yankee day and evening baseball games (77 total during season). Sponsor- P. Ballantine &Sons(Beer & Ale) thru J. Walter Thompson Co(NY), for entire game except the 3rd and 7th innings; General Cigar Co.(White Owl Cigars) thru Young & Rubicam, Inc(NY), 3rd and 7th innings. Dir- Jack Murphy; Assoc Dirs- Art Susskind, Ted Price, with Mike Meltzer as vacation relief. Mel Allen describes the games and presents the commercial announcements, assisted by Jim Woods. (Information on New York Giants sponsorship and schedule will be listed during week of debut. Technical crew is the same).

WBKB(Ch 7) Chicago - Studio B For Bartlett; DEBUT March 29; Mon thru Fri, 10:30-11am CST. Participations. Prod- Roy McLean. Tommy Bartlett interviews guests from women's interest fields and presents local interest news.

WIS-TV(Ch 10) Columbia, S.C. - Spec's Show; DEBUT April 2; Fri, 9:30-10pm EST. Sponsor- Friedman's Jewelers(Col). Variety show with local entertainers and guest star. featuring Specs Munzell, the station program coordinator, who has been a musician and entertainer, previously with WLW-T(Cinn).

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
WCBS-TV(2)	*#"Amos 'n' Andy" (CBS TV Film Sales) See Note below	-Best Foods(Nucoa & Hellman's Mayonnaise) thru D-F-S	4/3	Sat	10:30-11pm
WNBT(4)	*"Duffy's Tavern" (MPTV)	-Arnold Bakers, Inc., thru Charles W. Hoyt	4/5	Mon	7-7:30pm
Chicago					
WBBM-TV(2)	#"Affairs of China Smith" (Nat'l Telefilm)	-Ramode Awning Co.	4/10	Sat	6-6:30pm

CODE: *First run in market #Re-run

*#A'n'A Note: 1st week, 1st run; 2nd & 3rd weeks, 2nd run; 4th week, 3rd run. Program avail on shared sponsor basis

LOCAL FILM SERIES -- DEBUTS & RE-RUNS(Cont'd)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
Chicago(Cont'd)					
WBKB(7)	*"Mr. District Attorney" (Ziv TV Programs)	-alt weeks: Carter Prods thru SSC&B and G. Krueger Brewing thru Grey	4/9	Fri	9:30-10pm
WNBQ(5)	*"Janet Dean, R.N." (MPTV)	-Emerson Drug(Bromo Seltzer) thru Lennen & Newell	4/10	Sat	10:30-11pm
WBBM-TV(2)	#"Gene Autry" (CBS TV Film Sales)	-Shaw Jewelry	4/10	Sat	5:30-6pm
Los Angeles					
KTLA(5)	*"Janet Dean, R. N."	-See WNBQ above	4/7	Wed	7:30-8pm
KNXT(2)	*"The Little Rascals" Comedy shorts (Interstate)	-Participations	3/22	Mon thru Fri	5:30-6pm
KNXT(2)	#"Follow That Man" (Man Against Crime) (MCA)	-J-B Watch Bands thru Lewin, Williams&Saylor	3/31	Wed	10-10:30pm
KNXT(2)	#"Gene Autry" (CBS TV Film Sales)	-GallenKamp's Shoe Stores thru Yambert, Inc	3/25	Thu	7-7:30pm
KTTV(11)	*"Fulton Lewis, Jr" (UTP)	-Yeakel Bros (autos) thru W. L. Hunt	4/1	Thu	10-10:15pm

CODE: *First run in market #Re-runs

RATINGS DIGEST

ONCE WEEKLY PROGRAMS EVENING, SPONSORED (Net - Film or Live)	NATIONAL NIELSEN 2 Weeks end Feb 27 Homes(000)	Homes(%)	TELEPULSE Week Feb 1-7 FEBRUARY	TRENDEX Week Mar 1-7 MARCH
I Love Lucy(CBS-F)	(1) 17,666	(1) 63.8	(1) 48.2	(1) 53.1
Dragnet(NBC-F)	(2) 15,511	(2) 56.3	(2) 46.3	(2) 45.7
Bob Hope Show(NBC-L)	(3) 13,724	(3) 51.4	#	#
Buick Berle Show(NBC-L)	(4) 13,458	(4) 50.5	(5) 34.8	(9) 32.6
You Bet Your Life(NBC-F)	(5) 12,791	(5) 47.2	(3) 40.4	(5) 37.8
Jackie Gleason Show(CBS-L)	(6) 11,893	(6) 47.1	(6) 34.6	(4) 37.8
Fireside Theatre(NBC-F)	(7) 11,514	(8) 42.1	*	*
Arthur Godfrey Friends(CBS-L)	(8) 11,393	(10) 41.9	(7) 33.7	(7) 36.3
Godfrey Talent Scouts(CBS-L)	(9) 11,370	(7) 44.8	(4) 36.1	(3) 44.4
Toast of the Town(CBS-L)	(10) 11,123	(9) 42.1	*	*
Burns and Allen(CBS-F)	*	*	(8) 31.5	*
Comedy Hour(NBC-L)	*	*	(9) 30.1	(10) 32.1
Our Miss Brooks(CBS-F)	*	*	(10) 30.0	*
This Is Your Life(NBC-L)	*	*	*	(6) 36.4
T-Men in Action(NBC-L)	*	*	*	(8) 33.7

CODE: *Not placed in first ten in survey #Not on air during survey week
Numbers in parentheses denote placement in each survey list
See pages 41, 44 for previous ratings digest

NEWS AND COMMENT: NBC's color "spectaculars" announced for next season under the supervision of Leland Hayward may help to break a possible jam in color receiver sales, bringing big time production to the tiny color programming schedules, but the question is, how much of the tab will have to be picked up by NBC, sponsors or no?.....Lately indicated habit of big TV film producers in announcing new series for production, when the pilots have been around for a long time,is in line with attempts to impress the market with the size of the production firms. The shakeout next fall will mean more than announcements, since some distribs feel that it will take five years and more to recoup some investments..... Pressure on affiliates will be felt in the fall with new programming getting increasing emphasis. Next season will also show whether some announced moves to West Coast will jell, or even be successful. Saturday and Thursday nights will see big changes.

TALENT SHOWSHEET APRIL 5-11, 1954

Most of the shows on April 2, 3, 4 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday April 9. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY APRIL 2

THE NEW REVUE	CBS 5:30 (COLOR)	Pat Marshall (S), The Lobers (D), Danny Daniels (D), Barry Sisters (S), Brucie Weil (S), Circus clowns; kill: Harry Belafonte (S), Mary Kaye Trio (S&M); add: 3 Flames (S), 4 Aces(S), Miriam Burton (S)
MAMA (Peggy Wood)	CBS 8pm	Mama's Cinderella Night - (O) by Palmer Thompson; with regulars & Blair Davies; (SD)
LIFE BEGINS AT 80	DuM 9pm	Felix Knight (S) & regulars
CAMPBELL SOUNDSTAGE	NBC 9:30	God's Children - (O) by James Truex; with Eddie Brian, Jean Gillespie, Maurice Shrog, Elwood Smith, John Seymour; Prod & (SD) by Marc Daniels
CHANCE OF A LIFETIME	DuM 10pm	Jimmy Lewis (S&M), Elise Rhodes (S), Danny Costello (S)

SATURDAY APRIL 3

ON THE CAROUSEL	WCBS 9am	Joey Walsh, the Great Barton (acro)
ROD BROWN	CBS 11:30	regulars & Henry Sharpe. Michael McAloney, Robert Carroll
DATELINE, U.S.A.	WCBS 6:20	kill: Alan Scott; add: Dick Roll
ON YOUR WAY	ABC 7pm	Andrew Gainey (S) & others
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Cele McLaughlin, Truman Smith, Harry Stanton, Robert Lieb, Harry Gresham; (SW & SD)
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	Phyllis Kirk, guest hostess; Bob Hamilton Trio (D), Billy Williams Quartet (S), Bambi Linn & Rod Alexander (D), Jack Russell, Sylvia Michaels, Keith Textor (all S) & regulars
MEDALLION THEATRE	CBS 10pm	Safari - (O) by Ben Zavin; with Brian Donlevy, Marilyn Erskine Murray Matheson, P. Jay Sidney; (SD, LAST SHOW OF SERIES)

SUNDAY APRIL 4

LAMP UNTO MY FEET	CBS 10am	The Keys - (O) by Allan E. Stone; with Joey Walsh, Robert Emhardt, Eddy Manson, Jonathan Harris; (SD)
AMERICAN INVENTORY (Frank Blair)	NBC 2pm	Sigmund Spaeth (musicologist), repeats of scenes from previous shows (LAST SHOW OF SEASON, RETURNS IN FALL)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	Young William Penn - (O) by James Truex; with cast to be announced; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Opening of King Tut's Tomb - (O) by Sidney Stiber; with Lee Papell, Kendall Clark, Richard Waring, Everett Sloane. Ben Astar, Paul Huber; (SD)
Roy Rogers (Dale Evans)	NBC 6:30	Carnival Killer - repeat
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Scenes from Faust - opera by Charles Gounod; with Mildred Ellor, William Wilderman; kill: Giulio Gari; add: Walter Fredericks (all S)
MR. PEEPERS	NBC 7:30	regulars & Jack Warden, William Lanteau; (SW & SD)
THE MASK	ABC 8pm	The Gambler - (O) by Henry Kane; with regulars & Edgar Stehli, Dorothy Hart, Richard Coogan, Kathleen McGuire, Perry Fiske, Gina Petrushka; Dir by Leonard Valenta
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Sophie Tucker (S), Eartha Kitt (S), Teresa Brewer (S), Mary Garden (former S), 1st Piano Quartet, The 4 Musketeers (Roberta Peters, Cesare Siepi, Cesare Valetti, Fernando Corena,all S) Bil & Cora Baird puppets, European Express - sketch from John Murray Anderson's Almanac, with Hermione Gingold,Billy deWolfe

TALENT SHOWSHEET(more)

SUNDAY APRIL 4
mmmmmmmmmmmmmm

ROCKY KING (Roscoe & Todd Karns)	DuM 9pm	The Wrong Choice - (O) by Robert T. Nathe; with regulars & Tom McDermott, Frank M. Thomas, Arny Freeman, Joseph Leberman, Clem Fowler; (SD)
SUNDAY NEWS SPECIAL	CBS 11pm	kill: Don Hollenbeck; add: Doug Edwards
CASSINI SHOW	WNBT 11:20	regulars: Connie Brigham, Oleg & Igor Cassini; guests: Milton Berle, Ed Sullivan, Celeste Holm, Gloria Vanderbilt Stokowsky, Anita Colby, Mae Barns, Lilo, Jeanmaire, Salvador Dali, Marcel Lebon, George Feyer, Steve Allen, Col. Serge Obolensky, Dave Garroway, Robert O. Lewis

MONDAY APRIL 5
mmmmmmmmmmmmmm

Duffy's Tavern	WNBT 7pm	regulars: Ed Gardner. Alan Reed, Pattee Chapman, Jimmy Conlin
JAMIE (Brandon de Wilde)	ABC 7:30	Television Comes to Jamie - (O) by Robert Alan Aurthur; with regulars; (SD)
ARTHUR MURRAY PARTY	NBC 7:30	Alfred Drake (S)
VOICE OF FIRESTONE	NBC 8:30	Brian Sullivan (S)
TALENT SCOUTS (Arthur Godfrey)	CBS 8:30	Doris Hines (S), The "Borden Jumpers" (Bill Long, Madeline Bonin, Herby Dooley, Jesse Gain (S&M), John Thomas Covelli (M)
RED BUTTONS (Frank McHugh)	CBS 9:30	(SW) by Danny & Doc Simon, Arnold Schulman, Bill Derman, Lee Rogow (Former writers were Paul Tripp, Arthur Stander); with regulars & Felix Deebank, Philippa Bevans, Emilia Barleyon, Daniel Ocko, Donald Foster; (SD)
ROBERT MONTGOMERY	NBC 9:30	For These Services - (O) by Theodore & Mathilde Ferro; with Raymond Massey, Arthur Franz, Adele Longmire, Leora Thatcher, others to be announced; (SD)
STUDIO ONE	CBS 10pm	Stirmugs - (O) by Col. Robert P. Presnell, Sr.; with Frank Albertson, Warren Stevens, Joanne Woodward, Paul Stevens, David Sheiner, Joseph Roman, John Dennis, Don Briggs, Michael Strong (SD) by Paul Nickell
Adolphe Menjou's Favorite Story	WNBT 10:30	What Happened at Three Oaks - (SW); with Menjou, Marshall Thompson, Donna Martell, Raymond Greenleaf, I. Stanford Jolley Jim Hayward, James Anderson, Glenn Strange; (SD)

TUESDAY APRIL 6
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Cavalcade of America	ABC 7:30	Riddle of the Seas - (O) by William Bruckner; with Lamont Johnson, John Hoyt, Roy Roberts, John Stephenson
Gene Autry	CBS 8pm	Ransom Cross - repeat
BUICK-BERLE	NBC 8pm	Judith Anderson, Cyril Ritchard, Georgia Gibbs (S) & regulars
Danny Thomas	ABC 9pm	regulars & Jesse White, Nana Bryant; (SW & SD)
Fireside Theater (Gene Raymond)	NBC 9pm	Invitation to Marriage - (O) by Charles Bonner, (A) by Doris Jowitt; with Raymond, Lola Albright, Hugh Sanders, Eve McVeagh, Frank Wilcox, John Call; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	My Client, McDuff - (O) by Ann Barley; with Roddy MdDowall, Pat Breslin, Betty Sinclair, George Haggerty, Susan Steell, William Pierson, Graham Velsey; McDuff (terrier); (SD) by Jim Sheldon
EASTER PARADE OF STARS(Irene Dunne & Royce G. Martin)	CBS 9:30	Nancy Olson, Ann Rutherford. Buff Cobb, Roxanne, Robin Chandler Peggy Ann Garner, Eva Gabor. Evelyn Margaret Ay, Army Air Force Band. Singing Army Sergeants, Navalaires, Harmaniacs, Lloyd Lindroth (M) (REPLACES SUSPENSE THIS DATE ONLY)
MOTOROLA TV HOUR	ABC 9:30	The Sins of the Fathers - (O) by David Davidson; with Elliott Nugent, Walter Hampden, Betty Field, Gene Lockhart, Patricia Smith, Eugenia Rawls, Harry Ellerbe; (SD) by Don Richardson
DANGER	CBS 10pm	The Runaways - (O) by Alfred Brenner; with Jennie Egan, Ray Boyle, Bruce Gordon; (SD) by Mel Ferber
Mr. and Mrs. North (Britton & Denning)	NBC 10:30	The Shrinking Violet - (O) by Doris Gilbert; with regulars & Toni Gerry, Barbara Stewart, Tracey Roberts; (SD)

WEDNESDAY APRIL 7
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Wild Bill Hickok (Madison & Devine)	WNBT 6pm	The Swindlers - with Bobby Hyatt, Irving Bacon, Douglas Evans, Fred Libby, Perry Frost, Sam Flint. Fred Kelsey; (SW & SD)
Mark Saber (Conway)	ABC 7:30	The Case of the Toast to Death - (O) by Charles S. Belden
My Little Margie (Gale Evans)	NBC 8:30	Tugboat Margie - with regulars & Roy Roberts, Edmund Perney. Don McArt, Ed Deering; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	Mr. Candido - (O) by Walt Anderson; with Jose Perez. Mat McVey, Carlos Montalban. Joe Verdi, Anna Appel. Muriel Berkson, Kimetha Ouerbacker. Michael Jay; (SD)
STARS ON PARADE	DuM 9:30	Russell Nype (S), Joan Lorry (S), Joan & Lorraine (D)

THURSDAY APRIL 8
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JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Baker's Sons - (O) by Irving Gaynor Neiman; with Dane Clark, Oscar Homolka, Lili Darvas, Phil Abbott. Frank Overton, Alan Nourse; (SD) by Daniel Petrie; Prod by John Rust & Talent Associates (PREMIERE OF NEW SERIES)
Four Star Playhouse	CBS 8:30	The Book - no credits available
Ray Bolger	ABC 8:30	regulars & Eddie Parks, Lizz Slifer, Paul Maxie. Irene Tedrow, (O) by Paul Henning; (SD)
LUX VIDEO THEATRE	CBS 9pm	Pick of the Litter - (O) by Sam Robins; with Joan Leslie. William Talman, others; (SD, FROM HOLLYWOOD)
Ford Theatre	NBC 9:30	Yours for a Dream - (O) by Miriam Rugel, (A) by Dorothy Cooper; with Joanne Dru. S. Z. Szakall, Touch Connors, Roger Broaddus
KRAFT TELEVISION THEATRE	ABC 9:30	The Old Maid - (O) by Zoe Akins from Edith Wharton's novel, (A) - (SW); with Nancy Marchand, Jayne Meadows, Eva Marie Saint, Bill Lundmark, Eric Sinclair. Addison Richards, Josephine Brown, Janet De Gore, Paul Sparer; (SD) by Fred Carney
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by Charles O'Neal; with Joey Walsh. Mary Johnson, Hope Miller. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)
PUBLIC DEFENDER (Reed Hadley)	CBS 10pm	The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joey Ray, John Richards, Lou Lubin. Mike Dale; (O) by John Tucker Battle; (SD)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. at the Bridge - (O) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jack Bloom; with Kenne Faut, Borje Mellvig. Keve Hjelm, Sven B. Nordberg; (SD)

FRIDAY APRIL 10
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THE NEW REVUE (Mike Wallace)	CBS 5:30	Sarah Vaughan (S). Errol Garner (M), Russell Nype (S). The Szonys (D), Johnny Coy (D). Judy Lynn (S) & regulars
DAVE GARROWAY	NBC 8pm	Bert Lahr (C) & regulars
Topper (Anne Jeffreys)	CBS 8:30	Henrietta Sells the House - (O) by Philip Rapp; with Thurston Hall, Don Beddoe. Katherine Warren, Isa Ashdown. Anthony Sydes
Life of Riley	NBC 8:30	regulars & Sterling Holloway
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	Borrow My Car - (O) by Philip Ketchum, (A) by Fenton W. Earnshaw; with Bill Phipps. Louis Jean Heydt, Bob Patten. Alan Dexter, Lola Albright. Virginia Brissac; Dir by Jack English
THE BIG STORY (Robert Sloane)	NBC 9pm	Grady Bennett, Bloomington. Indiana Herald-Telephone - (O) by Norman Lessing; with Philip Foster, Joseph Sweeney. Russell Hardie, Perry Wilson, Tony Brande, Winifred Cushing; (SD) by David Rich, succeeding Dick Schneider in that capacity
Schlitz Playhouse	CBS 9pm	The Plugged Nickel - (O) by Lawrence Goldman; with MacDonald Carey, Virginia Christine, Robert Wilke, Horace MacMahon, John Harmon John Doucette, Ted Stanhope, Tiger Fafara, Pamela Duncan. Robert Griffin; (SD) by Roy Kellino
CAMPBELL SOUNDSTAGE	NBC 9:30	XXXXX Isn't Everything - (O) by Max Wilk (from Colliers' short story); with Barbara Bel Geddes, Darren McGavin Elliott Reid

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 2 THROUGH FRIDAY APRIL 9

GEORGE SKINNER	WCBS 9am	W - Ruben Bowman (Kajar, the Magician)
HOME	NBC 11am	Thu - Martha Scott, Mel Powell (M)
STRIKE IT RICH(Hull)	CBS 11:30am	F (4/9) - Norman Brokenshire (announcer)
HAWKINS FALLS	NBC 12:15	M thru F - add regulars: Jim Andelin. Jacqueline Burkey(CHI)
GARRY MOORE	CBS 1:30	Tu - Harry Belafonte (S); Thu - Adrianna & Charles (trampoline)
WOMAN WITH A PAST	CBS 4pm	M thru F - Byron Kelly replaced Marcella Cisney as director effective 3/29
KATE SMITH (Ted Collins)	NBC 3pm	M - Ezio Pinza (S), Alene Dalton (Story Princess), Natalie Hinderas (M), Al Bernie (C); Tu - regulars; W - Dorothy Day & fashions, Stan Freeman (M); Thu - Georgie Kaye (C); F - regulars
MAGIC COTTAGE	WABD 6pm	M thru F - Ruth White. Kay Medford; (SW & SD)
WEATHER WITH MISS NEMO	WOR 6:55	M thru F - Norma West as "Miss Nemo", regularly
PERRY COMO	CBS 7:45	M - Duke University Chorus
SPOTLIGHT	WOR 8pm	M thru F - A Brother's Story - (O) by Robert Craine, (A) by Sam Hunter; with Martin Ritt, Evelyn Juster, Barnet Biro; (SD)
NEWS OF THE NIGHT	WCBS 11pm	M thru F & Sun - kill: Don Hollenbeck; add: Bob Hite

SATURDAY APRIL 10

NBC TV OPERA THEATRE	NBC 4pm	Pelleas and Melisande - opera by Claude Debussy* translation by NBC Opera Dept; with Davis Cunningham. Virginia Haskins, Carlton Gauld. Lee Cass, Mary Davenport, Bill McIver, Francis Monachino *(based on play by Maurice Maeterlinck); (SD)
Johnny Jupiter (Wright King)	WABC 5:30	The Geiger Counter - (O) by Jerome Coopersmith, Bill Persky & Don Rosenblitt, (A) by Alan Stern; with regulars & Michael Garrett, Donald McKee; (SD)
Range Rider (Jack Mahoney)	WCBS 6:30	Greed Rides the Range - (O) by Norman S. Hall; with regulars & Gail Davis. Stanley Andrews, Lee Van Cleef, Keith Richards
Man Against Crime (Ralph Bellamy)	WNBT 7pm (&DuM, NBC Sun 10:30-11pm)	The Chinese Dolls - (O) by Jack Anson Finke; with Don Hanmer, Jack Lord, Nat Burns. Hollis Irving, Pat Sales, Lucille Patton, Doris Dean
Joe Palooka	WABD 7pm	Two Rings for Eddie - (O) by Monroe Manning & Roy Huggins; with with regulars & Charles Buchinski. Mary Ellen Kay, Ray Walker. Lou Nova, Sky Torgerson; Dir by Richard Bare
TED MACK'S ORIGINAL AMATEUR HOUR	NBC 8:30	Paul Winchell. Mimi Benzell (S), Teresa Brewer (S). Ray Malone (D), Frank Fontaine (C). Frank Sinatra (S) (1,001st performance)

SUNDAY APRIL 11

Roy Rogers (& Dale Evans)	NBC 6:30	Flying Bullets - with regulars & Norman Levitt. Steve Pendleton, George Douglas. Denver Pyle, Harry Harvey, Russ Scott
GEORGE JESSEL	ABC 6:30	Roberta Peters, Cesare Siepi (both S) (LAST SHOW OF SERIES)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Scenes from Lucia di Lammermoor - opera by Donizetti - with Nadja Witkowska, Jon Crain, Cesare Bardelli, Nelda Scarsella, Robert Barry, Jan Gbur
THE MASK (Gary Merrill & William Prince)	ABC 8pm	Party Night - (O) by Charles Robinson; with Jo Van Fleet, Paul Newman, Herb Nelson, Parker Fennelly, Nydia Westman, Morton Stevens. Pat Breslin; (SD) by Robert Stevens
COLGATE COMEDY HOUR (Jimmy Durante)	NBC 8pm	Liberace (M), Marilyn Maxwell (S) (FROM HOLLYWOOD)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Spring Reunion - (O) by Robert Alan Aurthur; with Patricia Neal, Kevin McCarthy, William Harrigan. Kathleen Maguire, Frances Fuller, Norman Feld, Gene Blakely; (SD)

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(13)

DuM- 8-8:30pm EST; NET DEBUT; The Goldbergs; from WABD(NY), to 164 stations, live and delayed. Sponsor- Vitamin Corp of America (Rybutol) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Homer Metzger; Agcy Superv- Saul Rosenzweig; Comm Anncr- Gertrude Berg. Pkgr- Gertrude Berg (thru Ted Ashley Associates); Prod- Cherney Berg; DuMont Superv Prod- Henry Opperman; Dir- Martin Magner; Writer- Gertrude Berg; Sets- Rudy Lucek; Casting- Fanny Merrill (Sherman Square Studios, 160 West 73rd St, New York, TR 7-6700). Gertrude Berg stars as Molly in The Goldbergs, returning to regular network TV, making its debut over the DuMont net. The program debuted over CBS January, 1949, and left the air, June, 1951; returned over NBC February, 1952, went off for summer hiatus and has been seen as a regular show and during the past season as an occasional sketch on the Berle Show. Featured with Mrs. Berg are Robert H. Harris as Jake, Eli Mintz as Uncle David, Arlene McQuade as Rosalie and Tom Taylor as Sammy. The program replaces Bishop Sheen's program, Live Is Worth Living, for hiatus.

Wednesday(14)

DuM- 10:30-11pm EST; SPECIAL; The Four Questions; from WABD(NY), to the net. Sustaining. Pkgr-Prod- DuMont net with American Jewish Committee & the N.Y. Board of Rabbis; Dir- Lee Polk; Narrator- William O'Toole. In commemoration of Passover, DuMont presents a "seder" staged for television, conducted by Rabbi Philip S. Bernstein of Rochester, with David Pfeffer asking the "four questions," the traditional part of this Passover supper and ceremony. Cantor Robert Segal of Congregation B'nai Jeshurun(NY) and his choir will present Passover music. The program is a one-time addition to the DuMont net schedule.

Sunday(18)

ABC- 9:15-9:30pm EST; DEBUT; The Packard Program Starring Martha Wright; from WABC-TV(NY), no. of stations indefinite. Sponsor- Packard Motor Car Co and Local Dealers(Packard autos) thru Maxon, Inc(NY); Agcy Superv- Earl Kennedy; Comm & Prog Anncr- Terry O'Sullivan. Pkgr- ABC-TV with A. S. Faillace; Program Superv- Fred Heider(ABC); Dir- Cort Steen; Music Dir- Bobby Hackett & Orch; Music Arranger- Glen Osser; Art Dir- James McNaughton; Writer- Fred Heider; Choreog- Frank Westbrook. Martha Wright stars as vocalist of the musical program, featuring trumpeter Bobby Hackett and his orchestra, with pianist Norman Paris, and top name male vocalists as guests.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Sunday(18)

ABC- Easter Programs: 11am-12:30pm EST- Services from Brown Memorial Presbyterian Church, Baltimore, with Easter sermon by Rev. Dr. T. Guthrie Speers and music by the church choir; 1:30-2:30pm EST- The Triumphant Hour, ON FILM, a drama of the meditations of the five mysteries of the rosary, produced by Rev. Patrick Peyton, C.S.C.

CBS- 5-6pm EST; SPECIAL; Once Upon An Eastertime; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Exec Prod- William Dozier; Co-Prods- Leon Leonidoff(Radio City Music Hall) & Martin Manulis(CBS); Dir- Byron Paul; Music Dir- Victor Young; Choreog- Eugene Loring; Writers- Leon Leonidoff & Reginald Lawrence. A dramatic musical fantasy revolving around the struggle between good and evil with fantasy sequences based on a young boy's imagination; starring comedian Bobby Clark, singer Doretta Morrow and dancer Gwen Verdon, with nine-year-old Pud Flanagan featured as the boy. Also featured are a special corps de ballet of 24 and a vocal chorus of 16 voices.

NBC- 12noon-1pm EST; SPECIAL; Easter Parade (Color); from WNBT(NY), to the net. Sustaining. Pkgr- NBC-TV(NY). Sandy Becker will be m.c. for coverage of the annual Easter Day parade originating at the Waldorf-Astoria Hotel with other remotes from Park Avenue; with commentary on the parade by Tex McCrary and Jinx Falkenburg. The St. Thomas Boys' Choir and the UN Children's Choir will provide music. The program will feature comments from various personalities.

OTHER NETWORK CHANGES & ADDITIONS

POOL- Report to the American People; SPECIAL April 9; Fri, 9-9:30pm EST, one time only; from WTOP-TV(Wash), to the CBS net; feed to ABC & NBC for delayed telecasts 11:30pm-12midnight over both nets. U.S. Attorney General Herbert Brownell, Jr., discusses the action the Dept of Justice, the FBI and the courts have been taking against the Communist Party in the U. S. The program pre-empts Schlitz Playhouse of Stars, one time only over CBS. ABC & NBC showings are in non-net time.

ABC- World Without End (Scheduled one-time for April 5, 9:30-10pm EST) Postponed to April 12; Mon, 8:30-9pm EST. See page 54 for film information.

Easter Teleparade of Stars, ON FILM; SPECIAL April 10; Sat, 10-10:30pm EST, one time only. Sustaining. Pkgr-Prod- Assn of Motion Picture Producers and member studios for the Nat'l Society for Crippled Children & Adults; Dirs- Nick Gray, Hal Sherman & Joseph Burke; Asst Dir- Joe Wander; Special Theme Song- Frank Worth & Ed Greenberg. Special Hollywood film prepared for the Easter Seal Campaign. Will Rogers, Jr., acts as guide for 10-year-old Connie Scully on a tour of Hollywood studios, meeting Jane Wyman, Audie Murphy, Jim Davis, Pat Crowley, George Murphy, Arthur Hunnicutt, & Francis, the talking mule, among others.

The Name's The Same (Tue, 10:30-11pm EST) Arnold Stang became regular panelist April 6, replacing Basil Rathbone.

CBS- Fred Waring Show (Sun, 9-9:30pm EST) Waring goes on tour after April 18 show, returning May 9. General Electric Theater films are replacement until return.

DuM- Twenty Questions (Sun, 10-10:30pm EST) New day and time. Announced last week (See page 55) as going off temporarily, it shifted instead to the previous spot of Dollar A Second which succeeded to the Twenty Questions Monday spot.

NBC- Justice (Thurs, 8:30-9pm EST) Bernard Green is music director in place of Ralph Norman, originally announced. (See page 55).

WABC-TV(Ch 7) New York - The Passover Magician; SPECIAL April 15; Thurs, 8-8:30pm EST, one time only. Sponsor- General Foods Corp(Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY). Pkgr- Joseph Jacobs Productions; Prod & Dir- Sholem Rubinstein; TV Dir- Alan Pottasch(ABC). Dramatization of a story by Isaac Loeb Peretz about a 'miracle' performed by a magician in a small town in Eastern Europe during a Passover holiday in the 1880's. (See Page C for cast).

WABD(Ch 5) New York - Funny Bunny, LIVE & FILM; DEBUT April 12; Mon thru Fri, 5:30-6pm EST. Sustaining. Pkgr- WABD; Dir- Wes Kenney. Dick Noel plays a "live" rabbit, pantomiming children's records, providing an interview voice for cartoons (including Crusader Rabbit) and special home viewer participation via the mail, giving suggestions on correct behavior in answer to letters.

WABD - The Ted Straeter Show; DEBUT April 12; Mon thru Fri, 2:45-3pm EST. Sustaining. Pkgr- WABD; Dir- Richard Eckler(Mon thru Thu) & Richard Sandwick(Fri). Singer-composer-pianist Ted Straeter accompanies himself in a program of songs, with anecdotes and stories about many of them.

WABD - The Ernie Kovacs Show; DEBUT April 12; Mon thru Fri, 11:15pm-12:15am EST. Participations & Segments. Segment Sponsor(15 minutes across the board)- Jay Broiler Co(Roto-Broil) thru Product Services, Inc(NY). Pkgr- WABD; Prod- Ernie Kovacs; Dir- Barry Shear. Comedian Ernie Kovacs stars in an informal variety show, utilizing his many characterizations and satiric specialties; with vocalist Edith Adams and the Eddie Hatrak trio, plus special guest vocalists. Kovacs has been featured for several years in a morning show on WCBS-TV, displaced when the CBS net's Morning Show debuted March 15.

WNBT(Ch 4) New York - Junior Olympics (kinescope); DEBUT April 10; Sat, 5:30-6pm EST, to be presented irregularly. Sustaining. Pkgr & Prod- Norman Baer, Jerry Gross; Dir- Jim Elson. Red Benson is m.c. for a projected sports series designed to encourage after-school activities. Joe Louis is special guest on the first program, refereeing actual boxing bouts between youngsters.

WNBT - Princeton '54; DEBUT April 17; Sat, 5:30-6pm EST (eight weeks). Sustaining. Pkgr- WNBT with Princeton University; Exec Prod- Richard Pack; Prod & Writer- Harry Olesker; Dir- Jim Elson. Exploratory educational television programs, growing out of a grant made by the station to Princeton in late 1952 resulting in a survey by the late Professor Thomas Riggs, Jr., and other faculty members, now culminating in the program series. On successive programs, Princeton faculty members will present elements of great art, literature, music, science and social sciences.

WPIX(Ch 11) New York - N. Y. Major League Baseball; REGULAR SEASON DEBUT April 13; New York Giants day and evening baseball games (77 total during season). Sponsor- Liggett & Myers Tobacco Co(Chesterfield Cigarettes) thru Cunningham & Walsh, Inc(NY), for entire games. Dir- Jack Murphy(WPIX); Asst Dir- Ted Price; Alt Dir- Mike Meltzer. Russ Hodges describes the games and presents the commercials, assisted by Bob Delaney. (See page 56 for other WPIX baseball info). Pregame 15-minute segment with Frank Frisch doing interviews and commentary is sustaining until June 18 when Colgate Palmolive Co begins sponsorship. Fifteen-minute post-game segment, Extra Inning, presenting Frisch again in interviews, is sustaining. Station technical crew is same for all.

WPIX - Easter Parade; SPECIAL April 18; Sun, 11:30am-1:30pm EST, one time. Sponsor- Peerless Camera Stores. Pkgr-Prod- WPIX; Prod- Barbara Walters; Dir- Ted Estabrook, assisted by Mike Meltzer. Fashion show, interviews and remotes of the Fifth Avenue parade, originating primarily on the third floor of Saks Fifth Avenue dept store; featuring Sophie, Eloise McElhone, Nancy Randolph, John Tillman and Jack McCarthy.

KTTV(Ch 11) Los Angeles - John J. Anthony; DEBUT March 31; Wed, 10:30-11pm PST. Sustaining. Pkgr- KTTV; Prod- Ross Danzig; Dir- James Gates. TV debut of the long-time radio series in which Mr. Anthony advises on possible solutions to personal problems.

KTTV - Musical Chairs; STATION CHANGE April 9; Fri, 10-11pm PST. Sustaining. Music-panel show with Bill Leyden as moderator and permanent panelists Johnny Mercer, song writer Bobby Troup and recording artist Mel Blanc; with a feminine vocalist-recording star as guest each week. Program had previously been seen over KNXT, Fridays, 7-7:30pm.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
Los Angeles					
KNXT(2)	*"Mr. District Attorney" (Ziv TV Programs)	-alt weeks: Carter Prods thru SSC&B and Shwayder Bros thru Grey	4/9	Fri	7-7:30pm
KTTV(11)	*"The Lone Wolf" (United TV Programs)	-Maier Brewing Co(Brew "102") thru Enterprise	4/10	Sat	8-8:30pm

*First run in market ("Lone Wolf" has national premiere on date noted).

FILM PACKAGES

The Lone Wolf CURRENT(Hollywood); private detective series based on the stories of Louis Joseph Vance which covered the world in locale and readership; starring Louis Hayward as Michael Lanyard, the only regular character in the series; 78 half-hour films, currently in production. Avail- Syndication. Film Prod- Gross-Krasne, Inc.,650 N. Bronson Ave., Hollywood 4, Calif.; Prods- Jack Gross, Philip Krasne, Donald Hyde; Dir- Bernard Girard; Prod Mgr- Doc Merman; Asst Dir- Ralph Black; Writers- Various; Casting- Lynn Stalmaster(Gross-Krasne). Dist- United Television Programs, Inc., 444 Madison Ave., New York 22, N. Y.

FILM DIGEST: Television Programs of America says it will put Halls of Ivy, starring Ronald Colman and his wife, Benita Hume, into production April 19, with the sales program for the series beginning August 1. TPA claims that it will be the most expensive-to-produce half-hour on the air -- $50,000 per show. TPA will put Lassie into production May 15 and will begin sales on its new Ellery Queen series, currently shooting, on May 21.....Shooting is scheduled to start April 12 on the Bernard Schubert-Federal Telefims series, The Falcon, at the Goldwyn Studios. George Wallach is NBC supervisor and will remain in Hollywood for the completion of the 39-film series. NBC Film Division will be distributor.

NEWS AND COMMENT: TV Guide magazine is the first to break the publication awards gimmick line with a new pitch, "The TV Guide Gold Medal," which will be presented to three outstanding network programs each year, instead of following the shopworn "best" routine for reciprocal plugs. Winners will be announced April 14 for 1953-54.....NBC begins construction this week in Burbank, Calif., of the first studio to be built for colorcasting; 90 by 140 feet and 42 feet high; connected to NBC TV Center by a service corridor.....The ABC announcement of its agreement with Walt Disney (April 2) to produce a minimum of 26 one hour films for TV to be presented over ABC beginning in the fall, said specifically "all present and future Disney properties for television."

NEW PUBLICATION: Producing and Directing for Television, by Charles Adams. (Pub by Henry Holt and Co., New York. 282 pages, $3.95). Writer-producer Charles Adams discusses all phases of television; using factual illustrations and examples.

TALENT SHOWSHEET APRIL 12-18, 1954

Most of the shows on April 9, 10, 11 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 16. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY APRIL 9

THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	Sarah Vaughan (S), Errol Garner (M), Russell Nype (S), The Szonys (D), Johnny Coy (D), Judy Lynn (S) & regulars; add: Anna Russell (S&C), Jonathan Winters (S), Morey Amsterdam (C), Francey Laine (S)
MAMA (Peggy Wood)	CBS 8pm	Papa and the Great Man - (O) by Jerome Ross; with regulars & Russell Hicks, Paul Roebling, Russ Dearborn; (SD)
Schlitz Playhouse	CBS 9pm	kill: The Plugged Nickel (listed in last week's report); propram pre-empted for Report to the American People by US Atty Gen. Herbert Brownell, Jr.
Inner Sanctum	WOR 9:30	The Perfect Kill - (SW) by Doug Johnson; with Joe Maross, Lenka Peterson, Martin Newman, Edna Preston; (SD)
LIFE BEGINS AT 80	DuM 9pm	Harry Richman (S) & regulars

SATURDAY APRIL 10

ON THE CAROUSEL	WCBS 9am	Dan Llords (puppeteer) & others
TOM CORBETT(Thomas)	DuM 11:30	(O) by Allen Ducovny; with regulars & Paul Clark, Arthur Tell
ROD BROWN	CBS 11:30	1ST ANNIVERSARY PROGRAM: with regulars & Malcolm Lee Beggs, Richard H. Farner, Louis Sorin; (SD)
CAMERA THREE (James Macandrew)	WCBS 2pm	Rip Van Winkle - (O) by Washington Irving, (A)-(SW); with Royal Dano, Michael Kane, Dr. Donald Bigelow; (SD)
DATELINE, U.S.A.	WCBS 6:20	kill: Robert Trout; add: Dick Roll
Mr. District Attorney	WCBS 7pm	regulars & Rory Mallinson, Pamela Duncan; (SW & SD)
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Cele McLaughlin, Billy Lee, Edith Gresham, Anita Anton, Bert Thorn, Anna Minot
SPIKE JONES(H.Grayco)	NBC 8pm	Doodles Weaver, Pinky Lee (both C), Bob Clampett's puppets(H'D)
JACKIE GLEASON	CBS 8pm	regulars & Joyce Randolph; (SW & SD)
YOUR SHOW OF SHOWS (Sid Caesar & Imogene Coca)	NBC 9pm	Vera Lynn (S), guest hostess; Bob Hamilton Trio (D), Bambi Linn & Rod Alexander (D), Billy Williams Quartet (S), Jack Russell, Joan Walker, Keith Textor, Sylvia Michaels (all S)
COL. HUMPHREY FLACK (Alan Mowbray & Frank Jenks)	DuM 10pm	The Wild West - (O) by S. L. David & Ed Jurist; with regulars & Jim Boles, Gene Saks, Cliff Hall, Jean Stapleton, Bob Hastings, Phil Kramer, John Anderson; (SD)

SUNDAY APRIL 11

LAMP UNTO MY FEET	CBS 10am	The Signature - (O) by Paul Tripp; with Eva Gabor, K. T. Stevens, Neil Hamilton, Tod Andrews; (SD)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	The Liberator - (O) by Howard Rodman; with Joseph Jefferson, Tom Brown Henry, Nestor Paiva, Helen Westcott; (SD, FROM H'D)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	Paul Revere's Ride - (O) by Maury Stern; with Frank Overton, Andrew Duggan, Richard Casey, Dan Morgan, Virginia Kaye, Bart Burns, James Broderick, Mark Allen, Jack Livesey, Melissa Weston, Grant Gordon, Noel Leslie; (SD)
GEORGE JESSEL	ABC 6:30	Roberta Peters, Cesare Siepi (both S); add: Martha Wright (S) (LAST SHOW OF SERIES)

TALENT SHOWSHEET(more)

SUNDAY APRIL 11 (Cont'd)

JACK BENNY	CBS 7:30	George Burns & Gracie Allen (FROM HOLLYWOOD)
MR. PEEPERS (Cox)	NBC 7:30	regulars &
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Rocky Marciano, Ezzard Charles (both boxers), record-breaking Navy fliers, Leonard Warren (S), 1st Piano Quartet, The Szonys (D), Patricia D'Or (juggler), Patty Bross (S), clips from Vera Cruz - with Burt Lancaster, Gary Cooper
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	The Eyes Have It - (O) by Philip S. Goodman; with regulars & Helen Wagner, Anna Minot, Maurice Burke, Joseph Warren, James Arent; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	The Fatal Flaw - (O) by Roger & Naomi Clyde; with regulars & Kay Kimber, John O'Hare, Dennis Bohan, Joyce Randolph, Carl Low Jason Johnson; (SD)
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	Michigan City, Indiana - (O) by David Harmon; with Robert Middleton, Matt Crowley, Steve Gravers, Haskell Coffin, Joe DiReda, Harold Gary, Sam LaConte, George McCoy; (SD)
THE WEB	CBS 10pm	Scapegoat - (O) by John McGreevy; with Ben Astar, Jennifer Howard, Lawrence Weber, Grant Williams, Phil Sterling, Miriam Wolfe, Joseph Leon; (SD)
Loretta Young Show	NBC 10pm	Man's Estate - (O) by Marian Thompson, (A) by Barbara Merlin; with Bobby Ellis, Douglas Kennedy, Edith Evanson, June Kenny Danny Mummert; (SD)

MONDAY APRIL 12

JAMIE (Brandon de Wilde)	ABC 7:30	A Bicycle Built for Jamie - (O) by David Shaw; with regulars & Iggie Wolfington; (SD)
ARTHUR MURRAY PARTY	NBC 7:30	Lloyd Nolan
NAME THAT TUNE(Benson)	NBC 8pm	William Bendix & regulars
VOICE OF FIRESTONE	NBC 8:30	Eleanor Steber (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Doris Hines (S), John Thomas Covelli (M), the "Border Jumpers" (S&M) (PREVIOUSLY SCHEDULED FOR 4/5, PRE-EMPTED FOR PRES. ADDRS)
ROBERT MONTGOMERY	NBC 9:30	The Pale Blonde of Sands Street - (O) by William Chapman White, (A) by S. N. Savage; with Joan Lorring, Jeff Harris, Billy Halop, others; (SD) by Perry Lafferty
STUDIO ONE	CBS 10pm	Jack Sparling, 46 - (O) by Harry W. Junkin; with Chester Morris Mary Astor, Margaret Barker, Lois Smith, Barry McGuire, Paul McGrath; (SD) by Franklin Schaffner; Drawing by James Caraway
Adolphe Menjou's Favorite Story	WNBT 10:30	The Empty Holster - (O) by Stephen Crane; with Clark Howat, Robert Wilke, Nan Leslie, William Vedder, Dan White, Bennie Bartlett, Hank Patterson; Dir by Eddie Davis

TUESDAY APRIL 13

Cavalcade of America	ABC 7:30	Crazy Judah - (O) by Lewis R. Foster; with Ross Elliott, Frances Rafferty, Forrest Taylor, Beverly Washburn, Gene Foley, Robert Carson, William O'Neal, Hugh Sanders, Ray Bennett
Gene Autry	CBS 8pm	Thunder Out West - (O) by Dorrell & Stuart McGowan (REPEAT)
BOB HOPE	NBC 8pm	Jack Benny, Rosemary Clooney (S) (FROM HOLLYWOOD)
Danny Thomas	ABC 9pm	Marie McDonald & regulars
Fireside Theater (Gene Raymond)	NBC 9pm	Beyond the Cross - (O) by Dana Burnet, (A) by Curtis Kenyon; with John Hudson, Peter Graves, Suzanne Dalbert, Beverly Tyler, Adrienne D'Amricourt, Louis Mercier, Hugh Sanders, Alphonse Martell; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	Late Date - (O) by William Kendall Clarke; with Jessie Royce Landis, Walter Matthau, Howard St. John, Vaughn Taylor, Barbara Baxley, Laura Weber, Margaret Hamilton; Dir by Jim Sheldon, substituting for vacationing Alex Segal

TALENT SHOWSHEET(more)

TUESDAY APRIL 13 (Cont'd)
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ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Three Tasks - (O) by Frank P. DeFelitta; with Arthur Treacher, Francis L. Sullivan, Hugh Reilly, Patty McCormick; (SD) by Cort Steen
SUSPENSE	CBS 9:30	Operation Barracuda - (O) by Von Stuart; with Otto Preminger, Frank Marth, Dana Winter, Tiger Andrews, Bert Hans, Curt Lowens, Kevin Coughlin; (SD)
DANGER	CBS 10pm	Road Happy - (O) by Osborn Duke (short story Struttin' with Some Barbecue), (A) by Michael Cramoy; with Conrad Janis, Laurence Hugo, Elizabeth Ross, Guy Raymond, Sandra Deel; (SD)
THE NAME'S THE SAME	ABC 10:30	Arnold Stang replaces Basil Rathbone as permanent panelist
Mr. and Mrs. North (Barbara Britton & Richard Denning)	NBC 10:30	Model for Murder - with regulars & Jean Willes, Tristram Coffin, John Bryant, Carolyn Jones, Coralee Kelly, Marcel Rousseau Charles Regan; (SD)

WEDNESDAY APRIL 14
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Wild Bill Hickok (Guy Madison & Andy Devine)	WNBT 6pm	Family Feud - with regulars and Ann Carrol, Robert Jordan, Nelson Leigh, Forrest Taylor, Louise Lorimer, Ed Cassady, Paul McGuire; (SD)
My Little Margie	NBC 8:30	En Garde - with regulars & Stephen Bekassy; (SD & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The People Next Door - (O) by Mary Chamberlain; with Charles Drake, Audrey Christie, Don Briggs, Edith Gresham, Anne Mary Tallow, Janet Parker, Louisa Horton; (SD)
STARS ON PARADE	DuM 9:30	Lou Monte (novelty), Jill Corey (S), Robert Maxwell (M),

THURSDAY APRIL 15
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PASSOVER MAGICIAN	WABC 8pm	(O) by Isaac Loeb Peretz; with Jonathan Harris, Michael Gorrin, Ruth Yorke, David Opatoshu (ONE-SHOT HIGHLIGHT)
Ray Bolger (Allyn Joslyn)	ABC 8:30	regulars & Dan Riss, Richard Wessel, Janet Di Paolo, Jack Mattis, King Donovan, Thurston Hall, Joy Lansing; (O) by Stanley Shapiro, Maurice Richlin, Fred Fox; (SD)
Four Star Playhouse	CBS 8:30	Masquerade - (O) by Charles Beaumont & Leonard Pruyn, (A) by Frederic Brady & Thelma Robinson; with Ida Lupino, John Bryant, Carleton G. Young, Arthur Space, Jack Harris, Dan Riss, Jack Daly, Gloria Marshall, Renny McEvoy, Ruth Brady; (SD) by Roy Kellino
JUSTICE	NBC 8:30	Keith's Case - (O) by Andrew J. Russell; with Phyllis Kirk, Richard Kiley, Warren Stevens, Paul Birch; (SD)
LUX VIDEO THEATRE	CBS 9pm	The Girl Who Couldn't Cry - (O) by Frederic Manley; with Phyllis Thaxter, Gigi Perreau; (SD, FROM HOLLYWOOD)
Big Town (Pat McVey)	CBS 9:30	regulars & Sara Haden, Joey Ray, Barney Phillips, Brigit Neilsen, Don Dillaway; (SW & SD)
KRAFT TELEVISION THEATRE	ABC 9:30	A Marriage Made in Heaven - (O) by Milton Gould; with Jennie Goldstein, E. A. Krumschmidt, Michael Strong, Sally Gracie, Zena Pervendi; (SD)
Ford Theatre	NBC 9:30	Sister Veronica - (O) by Vivian Cosby, (A) by Erna Lazarus; with Irene Dunne, Taylor Holmes, John Hudson, Morris Ankrum, Herbert Heyes, Frances Robinson, Alan Dexter, Stephanie Griffin, Laurie Mitchell; (SD) by Ted Post
Public Defender (Reed Hadley)	CBS 10pm	The Clown - (O) by Al C. Ward; with George Nader, Robert Ellis, Alan Reed, Ross Elliott, Burt Mustin; (SD)
MARTIN KANE	NBC 10pm	(O) by Elliot West; with Helen Auerbach, Gloria McGhee, Ed Binns, Calvin Thomas, Franklyn Fox; (SS)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. in Kidnapping - (O) by Robert A. Cinader; with John Padavano, Margareta Fahlen, Ake Ohberg, Sven B. Norburg; (SD)

FRIDAY APRIL 16

THE NEW REVUE (Mike Wallace)	CBS 5:30	Pat Marshall (S), Robert Clary (S), Charlie Dobson (S), Mae Barnes (S), The 3 Flames (S), Eileen O'Dare (D), Bud & Cece Robinson (D), Lew Parker & Martha Stewart (C&S)
DAVE GARROWAY	NBC 8pm	Marguerite Piazza (S)
The Life of Riley	NBC 8:30	(O) by Roland MacLane & Dick Conway; with regulars; (SD)
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	Hollywood Home Sweet Home - (O) by Lawrence Kimble; with Lloyd Corrigan, Francis X. Bushman, Frances Bavier, Sharon Dexter, Lalo Rios, Ross Ford, Willis Bouchey; (SD)
Pride of the Family (Paul Hartman)	ABC 9pm	regulars & Irene Booth, Rod Belland; (O) by William Cowley, Arthur Rowe, Paul Schneider, Clint Comerford; (SD)
THE BIG STORY (Robert Sloane)	NBC 9pm	Jean Barrett, Philadelphia Evening Bulletin- (O) by Max Ehrlich; with Nan McFarland, Lois Holmes, Joseph Foley, Archie Smith, John Brewster, Jack Warden, Wynne Gibson, Ann Sullivan; (SD)
Schlitz Playhouse	CBS 9pm	Something Wonderful - (O) by Phyllis Tyler, (A) by Gabrielle Upton; with Claude Dauphin, Marcia Patrick, Joyn Bryant, Lillian Sayre, Barbara Morrison, Valerie Vernon, Julian Upton; (SD) by Jus Addis
CAMPBELL SOUNDSTAGE	NBC 9:30	A Kiss to Conquer - (O) by S. Lee Pogostin; with Janice Rule, Carl Reiner, Howrrd Morris, others to be announced; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 9 THROUGH FRIDAY APRIL 16

THE BREAKFAST CLUB	ABC 9am	M thru F --Peter Donald replaces vacationing Don McNeill for 2 weeks
THREE STEPS TO HEAVEN	NBC 10:45	M thru F - Kay Medford, Sam Gillman added as regulars;(SW,D)
HOME(Arlene Francis)	NBC 1:30	M - Mel Allen
GARRY MOORE	CBS 1:30	Thu - Milbourne Christopher (magic), Phil Foster; F - Thomas Mitchell
KATE SMITH (& Ted Collins)	NBC 3pm	M - Andre Eglevsky & Nora Kaye (D); Tu - Snooky Lanson (S), The Three Suns (M); W - Blair & Dean (D), Charlie Ruggles in World of Mr. Sweeney; Thu - Alene Dalton (Story Princess), Al Bernie (C), Dorothy Day & fashions; F - regulars
HOWDY DOODY	NBC 5:30	M thru F - Elise Rhodes & regulars
MAGIC COTTAGE	WABD 6:30	M thru F - Lionel Wilson, Phil Truex; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F - (O) by Don Agger; with regulars & Bob Hastings, Grant Sullivan, Mona Bruns, John Shay, Robert Downing
EDDIE FISHER	NBC 7:30	F (4/9) - Karen Chandler (S)
PERRY COMO	CBS 7:45	W - Ray Anthony (S&M)
SPOTLIGHT	WOR 8pm	M thru F - Carmen in Harlem - (O) by Prosper Merimee, (A) by William Attaway; with Billie Allen, Van Prince, Bill Gunn;(SD)
HIGH TENSION	WOR 10:30	Thu (4/8) & Tu - The Third Rose - (O) by Bill Allbright; with Ruth Attaway; (SD)

SATURDAY APRIL 17

Johnny Jupiter (Wright King)	WABC 5:30	Duckweather's TV Repairs - (O) by Jerome Coopersmith & Sam Rockingham, (A) by William Kendall Clarke; with regulars
Man Against Crime (Ralph Bellamy)	WNBT 7pm	Barometer Falling - (O) by Burton Benjamin & Robert Shaplen; with Ed Binns, John C. Becher, Anna Minot, Heywood Hale Broun, Steve Holland, Donald McKee, Patricia Finch; (SD)
MARTHA RAYE	NBC 9pm	Dick Foran, Charlie Ruggles, Sig Ruman, Richard Haydn, Rocky Graziano (boxer), J. Fred Muggs (chimp)

SUNDAY APRIL 18

HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	The Story of Ruth - (O) by Howard Rodman; with Maria Riva, Fay Bainter, Margaret Hayes, others; (SD, FROM HOLLYWOOD)
Roy Rogers (& Pat Brady)	NBC 6:30	Loaded Guns - (O) by Mike Raison; with regulars & Evan Loew, George Douglas, Denver Pyle, Steve Pendleton, Lyle Talbot, Sandy Sanders, Harry Harvey, Russ Scott; (SD)
COLGATE COMEDY HOUR (Abbott & Costello)	NBC 8pm	Jane Russell, Rhonda Fleming, Connie Haines (S), Beryl Davis (S); (O) by John Grant; Prod & Dir by Edward Sobol (FROM H'D)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	The King and Mrs. Candle - (O) by Sumner Locke Elliott; with Joan Greenwood, Cyril Ritchard, Jerome Kilty, Irene Manning, Raymond Bramley, Will Scholz, Helen Raymond; (SD) by Arthur Penn
FRED WARING	CBS 9pm	FIFTH ANNIVERSARY SHOW
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	Boston - (O) by Nelson Gidding; with George Mitchell, Frank Campanella, Tom Walsh, Blair Davies, Harry Davis, Milo Boulton, John Pavelko, Nellie Burt; (SD)
The Loretta Young Show	NBC 10pm	Forest Ranger - (O) by Jack & Luci Matteford; with Christopher Dark, Bruce Cowling, Robert Foulk, Harry Lauter, Steve Wyman; (SD)

TALENT AVAILABILITIES

NEW YORK CITY

FRANCES BIBLE - mezzo-soprano of the City Center Opera - PRESS: Wilbert Pippin, CH 4-5185

THE COLUMBIA BEL CANTO TRIO: PIERRETTE ALARIE, LEOPOLD SIMONEAU, THEODOR UPPMAN with Allen Rogers at piano - MGT: Columbia Artists, CI 7-6900

DONALD DICKSON - "One of the Great Voices of Our Time"...N.Y. Times - MGT; Col.Artists

WILBUR EVANS - just opened in By the Beautiful Sea - PRESS: Byram, Perlman, CI 5-9125

ROBERT H. HARRIS - plays opposite Gertrude Berg in returning Goldbergs - AGT: Briscoe & Goldsmith, MU 2-6244

PAUL HENRIED - AGT (for TV): Robert Lantz, PL 5-6850

PETER HUNT - author of The Peter Hunt Cape Cod Cookbook to be published May 1 - CONTACT: Mrs. Ellane Hoose, Hawthorn Books,OR 5-2019

DOREEN LANG - popular actress of stage, radio, TV - AGT: Robert Lantz

LEWIS MILESTONE - veteran director of films - Radio & TV MGT: Robert Lantz

MARIAN SELDES - TV actress appearing in The Lonely Night at the 55th St. Playhouse - MGT: Julian Claman, PL 3-1030

DICK SMART - song stylist, returns from Europe MGT: Cass Franklin, JU 6-8300

RED SMITH - syndicated sports columnist of Herald Tribune, author of Views of Sport to be published April 26 - CONTACT: William Cole, MU 8-0600

JENNIE TOUREL - mezzo-soprano in Dido and Aeneas by American Chamber Opera Society at Town Hall on Monday - MGT: Herbert Barrett, CO 5-0450

OTHER CITIES

CHICAGO

PEG LEG BATES - headliner at Chicago Theatre, CONTACT THERE

EDDIE BRACKEN - Starring in The 7 Year Itch at the Erlanger Theatre - CONTACT THERE

ELLA FITZGERALD - tops bill at Chicago Theatre CONTACT THERE

BILL HAYES - in cast of Me and Juliet at Shubert Theatre - CONTACT THERE

DOLORES GREY - singing at the Palmer House - CONTACT THERE

JOSEPHINE PREMICE - currently at the Black Orchid - CONTACT THERE

DANNY THOMAS - TV & film comedian at the Chez Paree - CONTACT THERE

MIAMI

ARTHUR BLAKE - impressionist - at the Sans Souci

JAY MARSHALL - currently at the Olympia Theatre

LARRY STORCH - comedian - at the Nautilus CONTACT ALL ABOVE AT HOTELS OR THEATRE

BOSTON

MARY McCARTY - singer, comedienne - at the Latin Quarter - AGT: Gloria Safier, MU 8-3950 (NYC)

BOSTON SYMPHONY ORCH. - PRESS:(NY) Walter Alford PL 7-6900

LOS ANGELES

WENDELL COREY & DIANA LYNN - co-starring in Sabrina Fair at the Biltmore Theatre - CONTACT THERE

CONNIE HAINES - singing at the Biltmore Hotel, also on Abbott-Costello Colgate Comedy Hour on 4/18 - CONTACT AT BILTMORE

ROBERTA LINN - singing at Ciro's - CONTACT THERE

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

APRIL 19-25, 1954

VOLUME 6 NUMBER 16

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

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= WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(20)

DuM- 8:30-9pm EST; DEBUT; Love Story; from WABD(NY), to the net. Sustaining. Pkgr- DuMont; Prod & Script Ed- David Lowe; Dir- Frank Telford; Assoc Dir- Steve Weston; Music Dir- Binny; Sets- Carl Hueglin; Casting- Elizabeth Mears(Dumont Telecenter). Weekly half-hour presentation of different love stories each week, with various casts; no regular performers. Replaces Pantomime Quiz.

Wednesday(21)

DuM- 10:30-11pm EST; DEBUT; Better Living Television Theatre, ON FILM; from WABD(NY), to the net. Sustaining. Pkgr & Film Prod- Bozell & Jacobs, Inc. Fischer Black, editor of "Electrical World Magazine," is moderator of different panels of industrial leaders appearing in film introductions each week to films on scientific and industrial advances in basic industrial and commercial fields. The industrial leaders discuss the industries treated in each film. The series is scheduled for 19 weeks, with four of the films repeated from a series of the same name which was shown over ABC-TV during the summer of 1953 and 15 entirely new films.

Thursday(22)

POOL- 10:30am-12:30pm; 2:30-4:30pm EST; tentative; SPECIAL; Senate Investigations Sub-Committee Hearings; from WMAL-TV(Wash), to the ABC-TV net. DuMont net is picking up the direct ABC feed. (At press time, NBC-TV was slated to carry, but time was not cleared; CBS-TV did not have day time cleared. Either of the latter may carry kinescopes at different times.) Prod- ABC News & Special Events. ABC commentator Bryson Rash will handle TV introductions and commentary throughout the sub-committee hearings on the controversy between Senator Joseph McCarthy and the Army.

POOL- 9-9:30pm EST; SPECIAL; Eisenhower Newspaper Week Address; from WABC-TV(NY) to the ABC-TV net. DuMont is picking up direct feed. NBC-TV will carry a kine, 10:30-11pm; CBS-TV will carry a kine, 11-11:30pm. Prod- ABC News & Special Events. President Eisenhower will speak at the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Assn in the grand ballroom of the Waldorf-Astoria in New York, climaxing "Newspaper Week." The address is considered of major importance, although no topic had been announced at press time.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Saturday(24)

CBS- 2:30-3:45pm EST; SPECIAL; Drake Relays; from KGTV(Des Moines), to the net. Sustaining. Prod- CBS-TV Sports Dept; Prod & Dir- Judson Bailey. Finale of the 44th annual Drake Relays, track and field meet at the Drake University Stadium, Des Moines, Iowa. Tom Greenwald will describe the action; Dale Williams will handle "color" commentary.

DuM- 4-5pm EST; SPECIAL; Penn Relays; from WFIL-TV(Phila), to the net. Co-op sponsors. NY sponsor- Packard Dealers of New York Zone(Packard autos) thru J. R. Pershall Co(NY & Chi); Acct Exec- Shane O'Neill(NY); Agcy & Comm Superv- Dee Tucker(NY). Dir- Harry Coyle(DuM). The 60th annual Penn Relays, at the University of Pennsylvania's Franklin Field, Philadelphia, with the telecast covering nine races and four field events in the track and field meet. Marty Glickman will describe the running of the various events.

Sunday(25)

ALL NETS- Daylight Saving Time goes into effect. Net schedules remain the same, but local times may change depending on whether Daylight Time is observed in the area.

NBC- 2-2:30pm EDT; SPECIAL; 230,000 Will Die; from WNBT(NY), to the net. Sustaining, public service. Pkgr & Prod- NBC-TV with the American Cancer Society. No other credits available. Dr. Charles Cameron, medical and scientific director of the American Cancer Society is narrator on the program, which will feature cured cancer patients. The presentation will be in documentary style.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Jane Pickens Show (Sun, 6:30-6:45pm EST) New time effective April 18. Replaced in previous time, 9:15-9:30pm, by The Packard Program Starring Martha Wright (See page 58).

The Packard Program Starring Martha Wright (Sun, 9:15-9:30pm EST) Add: Prod- A. S. Faillace, Jr.

Dr. I. Q. (Sun, 9:30-10pm EST) Add $1,000 silver dollar telephone question to the format. Calls will be placed to two numbers picked at random, eff April 18.

Super Circus (Sun, 5-6pm EST) Add circus acts on film, once monthly, called the "fourth ring." Program remains live overall. First insert was "surprise" on March 28, with second act on film presented April 11.

CBS- That's My Boy (Sat, 10-10:30pm EST) Jack Donohue directing first three shows in series, replacing Frank Pacelli, originally named. ADD CREDITS: Comm Anncr- Bill Goodwin; Music Dir- Leith Stevens; Sets- Robert T. Lee (See page 55).

NBC- Home (Mon thru Fri, 11am-12noon EST) Kit Kinne becomes cooking editor, effective April 20, replacing Poppy Cannon.

NETWORK SPONSOR ACTIVITY

THE QUAKER OATS CO will sponsor the 9:45-10am Tuesday and Thursday segments of Breakfast Club over ABC-TV, effective June 1, 1954. Sponsorship is for simulcast. PHILCO CORP began sponsorship of the Mon, Wed & Fri 9:45-10am segments on April 12, simulcast.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Angel Auditions; DEBUT April 21; Wed, 10:30-11pm EST. Sustaining. Pkgr- Broadway Angels, Inc.; Prods- Howard Field & Tom Legate; Dir- Lou Volpacelli. Paula Stone is hostess, interviewing the stars, production staff and technicians of prospective Broadway shows. The program will also present segments of the shows -- plays and musicals -- as they appear during their money-raising auditions or pre-Broadway rehearsals.

WOR-TV(Ch 9) New York - N. Y. Major League Baseball; REGULAR SEASON DEBUT April 15; Brooklyn Dodgers day and evening baseball games (77 home games during season). Sponsor- American Tobacco Co(Lucky Strike Cigarettes) and The F. & M. Schaefer Brewing Co(Beer), both thru Batten, Barton, Durstine & Osborn, Inc.(NY). Connie Desmond, Vince Scully and Andre Baruch describe the games and present the commercials. Happy Felton's Knot Hole Gang is half-hour pre-game segment, with Felton's Talk to the Stars, following games in 15-minute interview segment.

WHAS-TV(Ch 11) Louisville - The Infant Year; DEBUT April 9; Fri, 9:30-10am CST. Sustaining, public service. Pkgr- WHAS-TV with the Pediatric Society of Jefferson County and Louisville, Ky.; Prod- Marian Gifford. Marian Gifford presents a 13-week series of discussions covering care of an infant during the first year of life. Each program will have a guest pediatrician, along with guests from local mothers' clubs and their babies. Mrs. Gifford is WHAS-TV home economist.

KNXT(Ch 2) Los Angeles - KNXT News (Mon thru Fri, 10:30-10:45pm PST) Army Archerd, Daily Variety columnist, named filmland reporter, succeeding George Fisher. (See page 52).

KRON-TV(Ch 4) San Francisco - Uncle George; DEBUT April 9; Fri, 6-6:15pm PST. Sustaining. Pkgr- KRON-TV; Dir- Bob Glassburn; Writer- George Lemont. Lemont presents his own cartoons, stories, gimmicks and surprises for children; also gives prizes for drawings submitted by viewers.

KRON-TV - Report on Narcotics, LIVE & FILM; SPECIAL April 14 & 21; Wed, 7-7:30pm PST. Sustaining. Pkgr- KRON-TV; Prod & Writers- Tom Mullahey & Bill Bradley. Two special programs, the first on the nature and extent of the narcotics problem, the second on the enforcement angle and rehabilitation of addicts. Tom Mullahey is m.c. for both programs, with state and local narcotics and legal officials as guests. Bill Bradley is off-camera narrator for film portions.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
Chicago					
WBKB(7)	*"Candid Camera" (Allen A. # Funt)	-Chicago Rug Cleaning Co	4/5	Mon	10:30-11pm
Los Angeles					
KTTV(11)	#"Captured" (NBC Film Sales)	-Maier Brewing Co(Brew "102") thru Enterprise	4/7	Wed	8-8:30pm
KTTV(11)	*"Life With Elizabeth" (Guild Films)	-National Biscuit Co thru McCann-Erickson, Inc	4/12	Mon	7:30-8pm

*First run in market (Candid Camera has 13 new films, rest re-runs) #Re-runs

FILM DIGEST: Harry K. McWilliams resigned as advertising and public relations director of Screen Gems, Inc., in New York.....Screen Gems began production in New York on April 14 of 26 films in the new Big Playback series of quarter-hour programs to be sponsored by the Ethyl Corp. Jimmy Powers, sports columnist for the N. Y. Daily News, will be host (Continued on next page)

FILM DIGEST(Cont'd): and narrator of the series, with Ben Berenberg as producer and writer and Caswell Adams, fight columnist of the N. Y. Journal-American, as assistant producer. John Gilmour directs.....Princeton Film Center, New Jersey, will produce a new 15-minute weekly series aimed at rural audiences, Rural Review, on a "sponsorship basis." Each film has four "sponsors," each paying $22.50 per station exposure, with Princeton guaranteeing a minimum of 200 stations. The "sponsor's" products will be demonstrated in the film, but there will be no commercials as such. The film series will follow the construction of a model farm now being built in Princeton, N. J. Fred Bailey, head of Agricultural Associates, Inc., Washington, D. C., publisher of the Washington Farm Reporter, a newsletter, will narrate and edit the films.

The Coca-Cola Co has renewed its agreement for The Adventures of Kit Carson, sponsored throughout the country by individual Coca-Cola bottlers, and a new series of 26 half-hour films will roll beginning in July.....Harvey Marlowe, v.p. of Stage Rental Studios, New York, has acquired radio-TV rights to the John Robert Powers Charm School.....King Horton Productions, Hollywood, has acquired all rights to "Tailspin Tommy," comic strip character who has appeared in several feature pictures and kids serials.....Edward Small & Television Programs of America will begin production on the new Tugboat Annie series during early summer at Motion Picture Center, with Leon Fromkess as exec producer.

The plight of TV film producers, especially those optimistically moving into the market now, is highlighted by The Hollywood Reporter's New York columnist, Ben Kaufman, who recently reported that telefilm syndication is now a buyer's market, with the film distributors having to offer complete merchandising packages, not just stars and good films. In other words, solid financial backing to ride out the coming storm. It's no secret that several new highly-touted series, still in production, are being sold to some stations and groups at less than 50 per cent of their original asking price, but continuing production costs are still at the original level.

NEWS AND COMMENT: 14th annual George Foster Peabody Awards, administered by the Henry W. Grady School of Journalism, University of Georgia, presented in New York April 14, included the following for television: Television News: Gerald Johnson, WAAM, Baltimore; Television Music: NBC Television Opera Theatre; Television Entertainment: (Double award) NBC Television Playhouse and Imogene Coca; Television Education: (Double award) Cavalcade of Books, KNXT, Hollywood, and Camera Three, WCBS-TV, New York; Television for Children and Youth: NBC-TV Mr. Wizard; Contribution to International Understanding through Television: BBC Coverage of the Coronation; Special Award: Edward R. Murrow.

NBC's announcement that the Colgate Comedy Hour would return Sept 19 after summer hiatus, but would be seen only three weeks out of every four, with color spectaculars taking an hour-and-one-half every fourth Sunday, also included the item that Ted Bates & Co., one of the Colgate Palmolive Co agencies, will produce 20 "big name" variety shows in the series. Agency control, besides being a move to cut the program's costs, will also take NBC off the hook on competition with Toast of the Town. NBC will produce the Martin and Lewis shows for the Comedy Hour and a number of musical comedy book shows, filling the remaining spots.

PERSONNEL CHANGES: Mike Dougherty, Bill Steinmetz and Jerry Smith were named to the CBS-TV Press Information staff in Hollywood by Ted Wick, newly appointed director of publicity and exploitation for CBS Television in Hollywood. Wick 's appointment was originally announced as taking effect April 26, but he moved in last week with the new appointments.....Ian Bernard named writer and general assistant to exec producer Hunt Stromberg, Jr., at KABC-TV(H'wood).....Herman Rush, upped to work with Harold Hackett, president of Official Films, Inc., covering nation-wide administration of the firm. Rush had been v.p. in charge of film syndication..... Henry Saloman, Jr., named chief of NBC's newly created television documentary unit, reporting to Davidson Taylor, director of public affairs.

TALENT SHOWSHEET APRIL 19-25, 1954
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Most of the shows on April 16, 17, 18 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 23. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY APRIL 16
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THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	Robert Clary (S), Pat Marshall (S), Charlie Dobson (S), Eileen O'Dare (D), Bud & Cece Robinson (D), Lew Parker & Martha Stewart (C&S); kill: Mae Barnes (S), The 3 Flames (S); add: Gene Krupa (M), Bil & Cora Baird puppets
MAMA (Peggy Wood)	CBS 8pm	Mama and Sunday School - (O) by Jerome Ross; with regulars & Alice Frost, Carl Frank, Patty McCormack, Jerome Collamore; (SD)
LIFE BEGINS AT 80	DuM 9pm	Burl Ives (S&M) & regulars
Inner Sanctum	WOR 9:30	Second Life - (SW) by Maury Stern; with Anthony Ross, Margaret Draper, Rita Lynn, Jack Klugman, Edward Holmes, Edward Hyans

SATURDAY APRIL 17
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ON THE CAROUSEL	WCBS 9am	Kajar the Magician
SECRET FILES OF CAPTAIN VIDEO	DuM 11:30	(O) by Carey Wilber; with regulars & David White, Stewart Bradley, Harry Shaw Lowe, Jack Bittner, Swift Eagle, Peter Chan, Morley Chang; (SD)
ROD BROWN	CBS 11:30	regulars & Ruth White, Elaine Joyce, Robert Carroll, Eugene Francis, Beverly Bruce, Michael Sheehan, Joseph Balfior; (SD)
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Cele McLaughlin, Billy Lee, John Shellie; (SW & SD)
COL. HUMPHREY J. FLACK (Alan Mowbray)	DuM 10pm	Poor Little Rich Boy - (SW) by Ed Jurist & S. L. David; with regulars & Fran Carlon, House Jameson, Barbara Joyce, Mort Marshall, Millicent Brower; (SD)

SUNDAY APRIL 18
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LAMP UNTO MY FEET	CBS 10am	Everyman - medieval classic, (A) by Albert J. Nevins; with Blanche Yurka, Anna Lee, Hurd Hatfield, Robert Middleton, Howard Smith, Leslie Nielsen, Jonathan Harris; Dir by Marcella Cisney, substituting for vacationing Allen Reisner
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Execution of Mary, Queen of Scots - (O) by Paul Monash; Mildred Natwick, Carmen Mathews, Larry Robinson, Frederick Worlock, Bruce Gordon, Frederic Downs, Basil Langton, Victor Thorley, Michael McAloney; (SD)
PAUL WINCHELL	NBC 7pm	Monica Lewis (S) & regulars
MR. PEEPERS (Cox)	NBC 7:30	regulars & Gage Clarke; (SW & SD)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Scenes from Carmen - opera by Bizet; with Nell Rankin, David Poleri, Richard Torigi, Margaret Roggero, Jane Murrow, Maria Gambarelli; (SD, LAST SHOW OF SEASON, RUNS TO 8:15 TODAY ONLY)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	The Notre Dame Glee Club; Dramatization of One God - (O) by Florence Mary Fitch, (A) by Jerome Lawrence & Robert Lee; with Eddie Albert & Columbia University's Teachers' College Choir; Margo, Sam Snead (golf), Marquis' Chimpanzees
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	The Pearls of Death - (O) by Robert Nathe; with regulars & Stephen Elliott, Boris Aplon, Helen Chapman, Eugene Pellegrini, Jim Dolen; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	Escape Artist - (O) by Ray M. Taylor; with Tommy Maier, Henry Walsh, Treva Frazee, Sanford Bickart, Mary Fanelle; (SD)
THE WEB	CBS 10pm	The Lonely Heart - (O) by Eileen & Robert Mason Pollock; with Melville Ruick, Eleanor Wilson, Helen Shields, James Reese; (SD)

TALENT SHOWSHEET (more)

MONDAY APRIL 19
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JAMIE (Brandon de Wilde)	ABC 7:30	Aunt Laurie Makes Dough - (O) by Jonathan Brock; with regulars & Paul Tripp, Aileen Poe, Ruth White, Dale Engle; (SD)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Jerry Williams Quintet (Kay Justice, Bob Townsend, Carl Johnson, Stan Klet, Jerry Williams, S&M), Johnny Amoroso (S), Vera Scammon (S)
THE VOICE OF FIRESTONE	NBC 8:30	Jerome Hines (S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Big Boy - (O) by Robert J. Shaw; with Ed Begley, Katherine Squire, John Connell, James Boles, Fred Vogel; (SD) by Norman Felton
RED BUTTONS (Joe Silver)	CBS 9:30	(O) by Doc and Danny Simon, Arnold Rosen, Coleman Jacoby; with Pearl Bailey (S); Werner Klemperer, Allan Walker, Charlie Welch, Lewis Charles, James Nolan, Patsy Perroni; (SD)
STUDIO ONE	CBS 10pm	A Handful of Diamonds - (O) by Madeleine B. Stern (from novel, Purple Passage), (A) by Reginald Lawrence; with Patricia Neal, Lorne Greene, Gene Paterson, Don McHenry, David Winters, William Harrigan, Louise Miley, Paula Dehelly, Leslie Barrett, Heywood Hale Broun; (SD) by Paul Nickell; Drawing by Cliff Roberts
Adolphe Menjou's Favorite Story	WNBT 10:30	Conflict - (O) by Jack Rock; with Shephard Menkin, Gloria Talbot, Jerry Paris, Aram Katcher; (SD)

TUESDAY APRIL 20
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Janet Dean (Ella Raines)	WNBT 7pm	Bennett Case - with Darren McGavin, Cloris Leachman, Hildy Parks; (SD)
Cavalcade of America	ABC 7:30	Arrow and the Bow - (O) by Frederick Jackson; with Elena Verdugo, Booth Colman, O. Z. Whitehead, Frances Bavier; Dir by Arthur Ripley, Prod by Gil Ralston
Gene Autry	CBS 8pm	Outlaw Stage - (O) by Robert Schaefer & Eric Freiwald (REPEAT)
BUICK-BERLE	NBC 8pm	Steve Allen, Janet Blair, Ezzard Charles (boxer)
LOVE STORY	DuM 8:30	Norma Loves Mike - (O) by Howard Rodman; with Betty Lou Holland, Perry Fiske, Rusty Lane, Carol Somers, Norman Shelly; (SD) by Frank Telford (PREMIERE OF NEW SERIES)
Fireside Theater (Gene Raymond)	NBC 9pm	Nine Quarts of Water - (O) by Hannah Smith, (A) by Nathaniel Curtis; with Jeff York, Amanda Blake, Edward Ashley, Jane Darwell, B. G. Norman, Harry Hayden, Emile Meyer, Stephen Wooten;
SUSPENSE	CBS 9:30	Return Journey - (O) by Jon Slott, (A) by James P. Cavanagh; with Art Carney, Jane Buchanan, Kay Medford, Joseph Sweeney, Roxanne, Janice Mattson; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Treasure Trove - (O) by Carey Wilber; with Gene Lockhart, Mildred Dunnock, Wallace Ford, Lonnie Chapman, Lester Lonergan, George Ebeling; (SD) by James Sheldon
MOTOROLA TV HOUR	ABC 9:30	Black Chiffon - (O) by Leslie Storm, (A) by Philip Barry, Jr.; with Judith Anderson, Sir Cedric Hardwicke, Leora Dana, Martyn Green, William Whitman, Deirdre Owens, Betty Sinclair; (SD) by Donald Richardson
DANGER	CBS 10pm	Live and Let Live - (O) by John McGreevey; with David Opatoshu, Mario Alcalde, Maurice Tarplin, Nehemiah Persoff, Sy Travers; (SD)
Mr. and Mrs. North (Barbara Britton & Richard Denning)	NBC 10:30	Murder for Sale - (O) by Lee Erwin; with regulars & Jeanne Cagney, Raymond Burr, Mary Ellen Kay, Touch Connors, Jack Reitzen, Henry Rowland, Matty Fain, Sally Blaine; (SD)

WEDNESDAY APRIL 21
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My Little Margie (Storm & Farrell)	NBC 8:30	Honeyboy Honeywell - with regulars & Gertrude Hoffman, Joan Blair, John Eldredge; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Little Gods Sell Tamales - (O) by Walt Anderson; with Henry Lascoe, Leon Belasco, Luis Van Rooten, Don Dubbins, Peter Burr, Toby Stevens, Helen Waters; (SD)

WEDNESDAY APRIL 21 (Cont'd)

STARS ON PARADE	DuM 9:30	Dorothy Loudon (S), Errol Garner (M), Georgie Shaw (D)

THURSDAY APRIL 22

Four Star Playhouse	CBS 8:30	Village in the City - (O) by Monte Pittman; with David Niven, Antony Eustrel, Richard Simmons, Ken Terrel, Joan Camden, John Damler, Joseph Waring, John Daheim, Dale Van Sickel; (SD)
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	Run from Honor - (O) by George Bellak; with Sidney Blackmer, Eileen Heckart, Wallace Ford; (SD)
LUX VIDEO THEATRE	CBS 9pm	Gavin's Darling - (O) by Richard P. McDonagh; with Barbara Rush, Herbert Marshall; (SD)
Ford Theatre	NBC 9:30	Wedding March - (O) by Merle Miller, (A) by Siegfried Herzig & Frederick Stephani; with Arlene Dahl, Larry Parks, James Craig, Virginia Huston, Ann Robinson, Mae Clarke; (SD) by James Neilson
Big Town (McVey & Tyler)	CBS 9:30	regulars & Margaret Field, Pitt Herbert, Vivi Janis, Donald Curtis, Chris Olson, Tudor Owen; (SW & SD)
KRAFT TELEVISION THEATRE	ABC 9:30	Spring 1600 - (O) by Emlyn Williams, (A) by George H. Faulkner; with Janet De Gore, Valerie Cossart, Una O'Connor, Edgar Stehli, Neil North, Earl Montgomery, Felix Deebank, Mercer McLeod, Pat Hosley, Ken Walken, Olive Deering, John Baragrey; (SD)
Public Defender (Reed Hadley)	CBS 10pm	Behind Bars - (O) by David Dortort; with Joan Camden, Jesslyn Sax, King Donovan, Colter Irwin, Douglas Henderson, Phil Chambers, Don Beddoe
MARTIN KANE (Mark Stevens)	CBS 10pm	(O) by William L. Stuart; with James Nolan, Frank Milan, Howard Caine, Catherine McLeod, Donald McKee, Philip Bourneuf, Gene O'Donnell; (SD)
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. at the Waterfront - (O) by Joseph Victor; with Alf Kjellin, Lauritz Falk, Alain Blair, Bengt Blomgren; (SD); SPECIAL MUSIC by Nils Kyndel
PLACE THE FACE	CBS 10:30	Dorothy Lamour, Milani (chef) (FROM HOLLYWOOD)

FRIDAY APRIL 23

DAVE GARROWAY	NBC 8pm	Cliff Norton (C)
Ozzie & Harriet	ABC 8pm	regulars & John Carradine; (SW & SD)
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	The Sound of Silence - (O) by Lawrence Kimble; with Carl Benton Reid, Sallie Brophy, Jack Kelly, John Doucette, Edith Avenson, Charles Hagen; (SD) by Richard Irving
The Life of Riley	NBC 8:30	Riley, the Heir - (O) by Eddie Froman & Richard Baer; with regulars; (SD)
Schlitz Playhouse (Gene Raymond)	CBS 9pm	Dawn at Damascus - (O) by Adrian Spies; with Donald Murphy, Paula Corday, Harold Gordon; (SD) by Jus Addiss
THE BIG STORY (Robert Sloane)	NBC 9pm	Robert Cour, Denver Post - (O) by Paul Monash; with Tod Andrews, Joe Bernard, Sammy Schwartz, Stephen Courtleigh, Henry Velez, Helen Auerbach, Richard Cowdery; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 16 THROUGH FRIDAY APRIL 23

STRIKE IT RICH (Hull)	CBS 11:30	M - Jackie Cooper; W (am) - Barbara Rush
GARRY MOORE	CBS 1:30	M - Yonely (C); Tu - the Peiro Brothers (jugglers); W - Jonathan Winters (C)
THE BIG PAYOFF	CBS 3pm	W thru F - Bob Kennedy and Fran Keegan substitute for Randy Merriman & Bess Myerson
KATE SMITH	NBC 3pm	M - Al Bernie (C), Margaret Truman (S); Tu - Alene Dalton (Story Princess); W - Dorothy Day & fashions; Thu - Bob Sheerer (D), Charlie Ruggles in World of Mr. Sweeney; F - Andre Eglevsky & Nora Kaye (D); Stan Freeman (M)
MAGIC COTTAGE	WABD 6pm	M thru F - Bernard Kates, Arny Freeman; (SW & SD)

COKE TIME-E. FISHER	NBC 7:30	W - Merv Griffin (S), Jill Corey (S); F - Jeanmaire (D&S)
PERRY COMO	CBS 7:45	M - Don Cherry (S)
SPOTLIGHT	WOR 8pm	M thru F - Alice in Wonderland - (O) by Lewis Carroll, (A) by William Attaway; with Gloria Stroock, Richard Via, Kate Friedlick; (SD, LAST SHOW OF SERIES)
HIGH TENSION	WOR 10:30	Thu (4/15) & Tue 4/20 - The Deadliest Sin*- (O) by Fyodor Dostoevsky, (A) by Jay Bennett*(from Crime and Punishment); with Martin Kosleck; (SD, LAST SHOW OF SERIES)

SATURDAY APRIL 24

TOM CORBETT(Thomas)	DuM 11:30	(O) by Allen Ducovney; with regulars; (SD)
Joe Palooka (Joe Kirkwood)	WABD 7pm	Fast Touch - (O) by Al Martin & Roy O'Hoogain; with regulars & Phil Van Zandt, Lyle Talbot, Nolan Leary, Marjorie Bennett
Man Against Crime (Ralph Bellamy)	WNBT 7pm (NBC Sun 10:30pm)	The Man from Dannemora - (O) by B. Loring; with Michael Strong, Genevieve Frizzell, Richard Wigginton, Dorothy Peterson, Frank Stephens, Richard Bishop, Sally Chamberlain, Bob Cunningham, Don Douglas;; (SD)
YOUR SHOW OF SHOWS (Sid Caesar) Imogene Coca)	NBC 9pm	Pat Crowley, guest hostess; with Arthur Lee Simkins (S), Bambi Linn & Rod Alexander (D), Bob Hamilton Trio (D), Harrison & Muller (D) & regulars

SUNDAY APRIL 25

Roy Rogers	NBC 6:30	Phantom Rustlers - (O) by Dwight Babcock (REPEAT)
COLGATE COMEDY HOUR (Herb Shriner)	NBC 8pm	The Ice Capades of 1954 - with Donna Atwood, Bobby Specht, the Old Smoothies, Jackson & Lynam, the Maxsons, Sonya Kaye, Forgie & Larson, Helen Davidson, Paul Castle (all skaters); Prod by Pete Barnum; Dir by Sid Smith (FROM FORT WORTH, TEXAS)
Bing Crosby Show	CBS 9pm	Joanne Gilbert (S), Wiere Brothers (M)
GOODYEAR TELEVISION THEATRE	NBC 9pm	Old Tasselfoot - (O) by J. P. Mileer; with E. G. Marshall, Jack Mullaney, Ed Prentice, Sada Thompson, Kevin Coughlin; Prod & Dir by Fred Coe
PACKARD PROGRAM (Martha Wright)	ABC 9:15	Robert Middleton (S)
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	The Case of the Square Hipsters, East Baton Rouge, La, Jr. Sheriff -(O) by Nelson Gidding; with William Zuckert, Henry Gerard, William Lundmark, William Scholz, Joey Walsh, Paul Clarke, Ginger Jones; (SD)
THE WEB	CBS 10pm	Snow - (O) by Art Wallace; with Pat McVey, Eddie Firestone, Audra Lindley, Bernard Grant; (SD)
The Loretta Young Show	NBC 10pm	The Enchanted Schoolteacher - (O) by William Bruckner; with George Nader, Mable Albertson, Willard Parker, Earl Roby, Chris Olsen, Linda Bennett; (SD)

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

STEVE COCHRAN - co-star of Carnival Story now at the Criterion Theatre - PRESS CONTACT: Dick Richman, JU 6-5050

ROCK HUDSON AND BARBARA RUSH - starring in Universal's remake of The Magnificent Obsession - PRESS: Al Mendelsohn, PL 9-8000

NINA FOCH - leaves for Hollywood on Easter & returns to New York May 5 - AGT: Robert Lantz, PL 5-6850

WILLIAM WARFIELD - baritone soloist in all-Brahms program at Carnegie Hall - PRESS: Isodora Bennett, EL 5-4147

THE PHILADELPHIA ORCHESTRA - conducted by Eugene Ormandy, with Warfield, above, at Carnegie Hall on Tue - PRESS: John Hirshberger, LE 5-3200

JON CRAIN - leading tenor, New York City Center Opera Company - AGT: Columbia Artists, CI 7-6900

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VOLUME 6 NUMBER 17

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

WEEKLY REPORT

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(26)

NBC- 7:30-7:45pm EDT; DEBUT; The Tony Martin Show; from WNBT(NY) - (first two shows only) - then from KNBH(H'wood), 44 stations live. Sponsor - The Toni Co(Bobbi Home Permanent & White Rain Shampoo) thru Tatham-Laird, Inc(Chi); Acct Exec- Jim McEdwards(Chi); Agcy Superv- H. Lawrence Holcomb(NY) (first two shows); Hollywood supervisor not set yet. Pkgr- Tony Martin Productions(H'wood); Prod & Dir & Writer- Bud Yorkin. (First two New York shows will have: Prod- Steve Hatos; Dir- William Sterling; Sets- Herb Andrews). Music Director for New York and Hollywood shows is Hal Bourne. Program replaces Arthur Murray Party which leaves the air until hiatus for the Berle Show when it will return as one of the half-hour replacements for the summer.

Thursday(29)

NBC- 10-10:30pm EDT; HIGHLIGHT; March of Medicine; LIVE & FILM, from WNBT(NY), 49 stations live, 20 delayed. Sponsor- Smith, Kline & French Laboratories thru Doremus-Eshleman Co(Phila). Pkgr- Smith, Kline & French Laboratories with the American Medical Assn; Prod- Doris Ann(NBC); Dir- Charles Christensen; Writer- Lou Hazam; Narrator- Ben Grauer. Second in the spring series of medical telecasts, this program will report on the latest advances in the field of arthritis and rheumatism. Prominent medical authorities from Harvard Medical School, New York University College of Medicine, National Institute of Arthritis and Metabolic Diseases and Mayo Clinic will participate. Program pre-empts Martin Kane this time only, as is the case with March of Medicine telecasts.

Friday(30)

ABC- 9:30-10pm EDT; SPECIAL; American of the Year Award; from WXYZ-TV(Detroit), to the net. Sustaining. Pkgr & Prod- WXYZ-TV; Pete Strand, station exec prod, in charge; Music Dir- Phil Brestoff & WXYZ-TV orch. Danny Thomas will receive the "American of the Year" award, conferred by the University of Detroit, to be presented at the university's Spring Carnival in the State Fair Coliseum in Detroit. During the program, Thomas will present about ten minutes of song and comedy. Other participants will include the U. of Detroit's Choral Club directed by Don Large; and the selection of the King and Queen of the Carnival.

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Saturday(May 1)

CBS- 5:15-5:45pm EDT; SPECIAL; Kentucky Derby; from WHAS-TV(Louisville), no. of stations indefinite. Sponsor- Gillette Safety Razor Co., Div. of The Gillette Co thru Maxon, Inc(Det); Acct Exec- Mr. Searle Hendee. Pkgr- CBS-TV Sports Dept; Prod & Dir- Judson Bailey. The 80th running of the Kentucky Derby, at Churchill Downs, Louisville, with Fred Caposella describing the race, Mel Allen doing the "color" commentary and Phil Sutterfield(WHAS-TV) conducting the interviews in the winner's circle. The race will be simulcast.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Tommy Henrich (Sat, 6-6:15pm EST), last show April 24.

CBS- Bing Crosby Show, ON FILM; HIGHLIGHT April 25; Sun, 9-9:30pm EDT, one time only; from WCBS-TV(NY) & KNXT(H'wood). Sponsor- General Electric Co thru Batten, Barton, Durstine & Osborn, Inc(NY). Pkgr- Bing Crosby Enterprises; Prod & Writer- Bill Morrow; Dir- Les Goodwins; Assoc Prod- Sid Brod; Music Dir- John Scott Trotter; Comm Anncr & Prog Anncr- Ken Carpenter. Bing Crosby stars in his second program for the sponsor in the Fred Waring-G. E. Theatre time; with Joanne Gilbert, the Wiere Brothers and Buddy Cole.

DuM- Johns Hopkins Science Review (Thurs, 9-9:30pm EDT) New time and day, effective April 29. Program had been seen Wed, 8-8:30pm.

NBC- Kukla, Fran and Ollie (Sun, 5:30-6pm EDT, three out of every four Sundays) New time effective April 25. Hallmark Hall of Fame (Sun, 5-5:30 EDT, expanding to 5-6pm every fourth Sunday) New time, effective April 25. Kukla had formerly been seen Sun, 3:30-4pm, with Hallmark having the full hour, 5-6pm every Sunday.

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LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Lost Jobs (Sat, 6:15-6:30pm) Last program April 17; three in 13-program series shown. See page 56.

WABD(Ch 5) New York - Local 32B, Building Service Employees Union, AFL, Anniversary, LIVE & FILM; SPECIAL April 27; Tue, 10-10:30pm EDT. Sponsor- Local 32B. The Building Service Employees Union marks its 20th anniversary with a filmed documentary of the union's growth, plus anniversary speeches.

WABD - Transport Workers Union, CIO, Anniversary, LIVE & FILM; SPECIAL April 29; Thurs, 9-10pm EDT. Sponsor- Transport Workers Union thru Paul Miner Associates(NY). Prod- Paul Miner. 20th anniversary of the union, with speakers, both live and on film, presenting highlights of the union's founding, growth and achievements; with reports on the union's current activities.

WPIX(Ch 11) New York - National Round Robin Invitation Tennis Tournament; DEBUT April 26; Mon, 9-10:45pm EDT(approx). Prod- WPIX; Dir- Mike Meltzer. First amateur round robin tournament at the Town Tennis Club, New York City, featuring the nation's top ranking stars, presented each Monday night until the conclusion of the tournament. Don Budge will describe the matches.

WGN-TV(Ch 9) Chicago - Charm Salon; DEBUT April 19; Mon, Wed, Fri, 11:45-11:55am CST. Sponsor- Drug Division, Allen B. Wrisley Co thru Fulton, Morrissey Co (Chi). Patricia Stevens presents advice on good grooming, poise, beauty and charm; use of cosmetics and beauty aids, etc.

KNXT(Ch 2) Hollywood, LA - Johnny Carson's Corner; DEBUT April 20; Tues, Thurs, 9-9:05am PST. Sponsor- Paxton & Gallagher Co(Butter-Nut Coffee) thru Buchanan-Thomas Advertising Co(Omaha). Comedian Johnny Carson comments on a variety of subjects in an off-beat manner on off-beat and unusual topics.

WHAS-TV(Ch 11) Louisville - Race of the Day, ON FILM; DEBUT April 24; Mon thru Sat, 6-6:05pm CT; also Churchill Downs Stake Races, LIVE; DEBUT April 24; as scheduled, 7 races in 19 days, 4:45-5:15pm CT. Sponsor- Falls City Brewing Co (Beer) thru Prater Advertising Agency(St. Louis). Film Prod- WHAS-TV; Prod- WHAS-TV. Phil Sutterfield describes the Race of the Day; with Lee Jordan and Sam Allgood doing interviews and "color" commentary. The filmed and live telecasts cover the entire 19-day Spring Meeting at Churchill Downs race track. See CBS-Kentucky Derby, page 67.

FILM PACKAGES

B.S.I. - UNIVERSE CURRENT(New York); science fiction for adults, based on cybernetics, science of man's relation to the machine, starring the giant computing "brain" used in Washington during World War II; featuring Paul Stewart, Jenna Rollends and Charles Cooper, with each episode complete in itself; 15 15-minute films, to be completed April 30, with another series tentatively scheduled to begin shooting at the end of June. Availability- Open. Pkgr- Marion Parsonnet. Film Prod- Parsonnet Studios, 46-02 Fifth St., Long Island City, N. Y.; Prod- Marion Parsonnet; Dirs- Paul Stewart, Carl Lerner, Gene Searchinger; Sets- Hank Aldrich; Story Lines- Alfred Bester; Writers - Bester and others; Casting- Miss Pat Moore (Parsonnet). Dist- The Harris Group, 509 Madison Ave., New York 22, N. Y. MUrray 8-4800.

NEWS AND COMMENT: WNBK(Cleveland) moves from Channel 4 to 3 on April 25 and begins use of its new 905-foot transmitting tower, tallest Cleveland structure, at 100kw power. The move ends serious interference for the Cleveland station from Detroit signals.....The U. S. Steel commercial on the Steel Hour April 27 over ABC-TV will present the largest product ever sold on television in the largest and most elaborate setting -- a completely furnished 6-room, 3-bedroom house, measuring 40 by 24 feet and weighing 12 tons -- the new pre-fab home, "The Westerner," manufactered by U. S. Steel Homes.....WTOP, Inc., Washington, reorganized into four divisions, effective April 25: WTOP Radio, WTOP Television, Engineering, and General Services. The stations will "rent" some services and equipment from the Engineering and General Service Divisions. George Hartford will head WTOP-TV as v.p. for television.....Tales of Tomorrow, for two years a live science-fiction dramatic series over ABC-TV, will be released again through the re-use of kinescopes of the original programs under agreements with AFTRA and other guilds involved, covering repayment schedules for personnel in the original productions. The Tee Vee Company, California, is handling distribution and also providing the financing for the re-issue.....NBC Chief Engineer O. B. Hanson says that NBC will have a 54-station lineup in its color television network by the end of 1954, all stations equipped to carry color programs, covering 27,100,000 homes in the colorcast area.

PERSONNEL CHANGES: Lou Sanman appointed production coordinator for ABC-TV's Western Division, Hollywood, reporting to Jim Beach, program director.....Frank Shakespeare, Jr., named general sales manager, WCBS-TV(NY), succeeding George Dunham who has been appointed general manager, WNBF-TV/ WNBF(Binghamton, N.Y.).....Folk singer Paul Arnold has joined the talent staff of WLW-T(Cinn) on an exclusive basis.

TALENT SHOWSHEET APRIL 26-MAY 2, 1954

Most of the shows on April 23, 24, 25 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 30. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY APRIL 23

THE NEW REVUE (Mike Wallace)	CBS 5:30	The 3 Riffs (S), Merv Griffin (S), The Novelites (S), Peggy Taylor (S), Viggo Hahn (magic), Kaye Ballard (S), Page & Bray (D), Johnny Bachemin (D)
MAMA (Peggy Wood)	CBS 8pm	Papa and Sersen - (O) by Jerome Ross; with regulars & Glenn Burris, Pat Breslin, William Lee; (SD)
LIFE BEGINS AT 80	DuM 9pm	Chico Marx (C) & regulars
Inner Sanctum	WOR 9:30	The Good Luck Charm - with Murray Hamilton, Barbara Baxley; (SW & SD)
CAMPBELL SOUNDSTAGE	NBC 9:30	The Almighty Dollar - (O) by Greer Johnson; with Mildred Dunnock Parker Fennelly, Henry Hull, Mildred Natwick; (SD)

SATURDAY APRIL 24

ON THE CAROUSEL	WCBS 9am	Excerpts from H.M.S. Pinafore, Yeoman of the Guard, Pirates of Penzance, Ruddigore, by Gilbert Sullivan; performed by Martyn Green, Dorothy Hohmann, P.S.241 Choral Group
ROD BROWN	CBS 11:30	regulars & Ruth White, Elaine Joyce, Robert Carroll, Eugene Francis, Beverly Bruce, Michael Sheehan; (SW & SD)
CAMERA THREE (James Macandrew)	WCBS 2pm	A Garland for Will Shakespeare - with scenes from King Lear, Much Ado About Nothing, Henry IV, Othello - with Earl Hyman, Doris Dowling, Michael Kane, Christopher Plummer; (SD)
Johnny Jupiter (Wright King)	WABC 5:30	Duckweather's TV Repairs - postponed from last week. See Showsheet credits for that date (For the record, show on 4/17 was The Penny Arcade - (O) by Jerome Coopersmith, Bill Persky, Don Rosenblitt, (A) by J.C.
ETHEL AND ALBERT (Peg Lynch & Alan Bunce)	NBC 7:30	regulars & Don Briggs, Flora Campbell, Alex Clarke, Katherine Meskill, Dortha Duckwroth, Fred Stewart, Helen Seamon, Phil Cramer, Michael Higgins; (SW & SD)
COL. HUMPHREY J. FLACK(Alan Mowbray)	DuM 10pm	Gambling Fever - (O) by Ed Jurist & S. L. David; with regulars & Joe Locke, Rosemary Prinz, Rusty Lane; (SD)

SUNDAY APRIL 25

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The Brink - (O) by Clair Reskan; with Wallace Ford, Neil Fitzgerald, June Dayton, Jack Betts; Dir by Marcella Cisney
Hopalong Cassidy (William Boyd)	WNBT 11:45	Promised Land - (O) by Sherman L. Lowe; with regulars & John Crawford, Thurston Hall, Maura Murphy, Edwin Parker, Sandy Sanders, William Fawcett; (SD)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	Lafayette for Freedom - (O) by Ellen & Richard McCracken; with cast to be announced; (SD) (FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Surrender of Corregidor - (O) by Jeremy Daniel; with Vaughn Taylor, Robert Middleton, Milton Selzer, John Connell, Kim Chan, Richard Akaji, Dort Clark, Henry Beckman, Joe Maross, Jerry Ito, Edward Binns, Paul Birch; (SD)
PAUL WINCHELL	NBC7pm	The Blackburn Twins & Evelyn Ward (D)
MR. PEEPERS(Cox)	NBC 7:30	regulars & Ernest Truex, Sylvia Field, Guy Ramonnd,Betty Sinclair
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Ed Wynn (C), Victoria De Los Angeles (S), Chester Gould (cartoonist), Korean Children's Choir, Mata & Hari (D), Patty Moore & Ben Lessy (C&S), Joe Jackson, Jr. (C), Tom Pack's Elephants

TALENT SHOWSHEET(more)

SUNDAY APRIL 25 (Cont'd)

ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	A Will to Murder - (O) by Gene Watts; with regulars & Jean Carson, Zolya Talma, Philip Pine, Joan Seven, Helen Ludlum; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	A Sister Act - (O) by Raymond Taylor; with Floyd Buckley, Eileen Ryan, Barbara Bel Wright, Ann Meecham; (SD)

MONDAY APRIL 26

JAMIE (Brandon de Wilde)	ABC 7:30	(O) by Don Ettlinger; with regulars & Ann Shoemaker, Jane Seymour, Gregory Murphy, Bunny Lewbel, John Reese, Bruce Marshall, Robin Michael, Ellen Barry; (SD)
THE VOICE OF FIRESTONE	NBC 8:30	Mimi Benzell (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Terry Griffin, John Jim & Bill MacGillivray-"Terry and the Macs" (S), Lee Carroll (S), Thomas Stewart (S)
RCA Victor Show (D.Day)	NBC 9pm	Ann Blyth & regulars; (SW & SD)
RED BUTTONS	CBS 9:30	(O) by Danny & Doc Simon, Ben Freedman, John Fenton Murray with additional material by Buddy Arnold, Woody King; with Felix Deebank, Werner Klemperer, Tom Mahoney, Allan Walker, Joe E.Marks
ROBERT MONTGOMERY PRESENTS	NBC 9:30	No Need to Fear - (O) by Gail Ingram; with Geraldine Fitzgerald, John Newland, Carole Mathews, Frederick Worlock, William Roerick, Susan Steel, Betty Lawford, Kathleen Comegys; (SD) by Jim Sheldon
STUDIO ONE	CBS 10pm	Romney - (O) by A. L. Barker, (A) by Lois Landauer; with Laurence Hugo, Barbara O'Neil, Howard St. John, Oliver Andes; (SD) by Franklin Schaffner; Drawing by Julio de Diego
Adolphe Menjou's Favorite Story	WNBT 10:30	Dividing Line - (O) by Samuel L. Clemens,* (A)-(SW); with Russ Conway, John Hamilton, Charles Halton, Kay Stewart, John Dierkes (*The Man That Corrupted Hadleyburg)

TUESDAY APRIL 27

Janet Dean (Raines)	WNBT 7pm	Kimball Case - with Louise Albritton, Malcolm Broderick; (SD)
Cavalcade of America	ABC 7:30	The Paper Sword - (O) by Curtis Kenyon & Charles Lawson; with Patrick O'Neal, Margaret Field, Stuart Randall, Tracey Roberts, Leo Gordon, Hugh Beaumont, Barbara Woodell, Pitt Herbert, Barry Kelly, Don Kennedy; (SD)
BUICK-BERLE SHOW	NBC 8pm	Jack Palance, Vaughn Monroe (S), Monica Lewis (S) & regulars
Gene Autry (Buttram)	CBS 8pm	Ghost Mountain - (O) by Dwight Cummins; repeat
LOVE STORY	DuM 8:30	Timmy - (O) by Oliver Crawford; with June Lockhart, James Gregory, Pud Flanagan, Mario Badolati, Rickey Hamilton; (SD)
Fireside Theater (Gene Raymond)	NBC 9pm	A Case of Independence - (O) by Harry Gerstad, story by Ray Vernon, (A) by Nathaniel Curtis & Ray Vernon; with George Givot, Ric Vallin, George Conrad, Nick Dennis, Peggie Castle, Kathleen Freeman, Syd Saylor, John Call, Rennie McAvoy; (SD)
SUSPENSE	CBS 9:30	The Terror Begins (from The Secret History of Stalin's Crimes) - (O) by Alexander Orlov, (A) by Paul Monash; with Everett Sloan, Daniel Ocko, Harold Stone, Stefan Schnabel, Pepa Kantor, Bernard Chorosh, Norman Bly, Kurt Graff
UNITED STATES STEEL HOUR	ABC 9:30	The Laphams of Boston (from The Rise of Silas Lapham) - (O) by William Dean Howell, (A) by Robert Wallsten; with Thomas Mitchell, Dorothy Gish, Patricia Wheel, Jean Dixon, Colin Keith-Johnston, Paul Newman, Addison Richards, Lois Smith; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Gang-Up - (O) by Nicholas Baehr; with Ed Begley, Carmen Mathews, Joey Walsh, Paul Roebling, Walter Kinsella, Alan Macateer; (SD) by Cort Steen
DANGER	CBS 10pm	Escape Route - (O) by Donald Bevan; with Philip Abbott, Robert Fortin, Frank Corsaro, Frank Maxwell, Mort Marshall, Iggie Wolfington
Mr. and Mrs. North (Britton & Denning)	NBC 10:30	Placid Affair - (O) by Mortimer Braus; with regulars & John Hoyt, Hillary Brooke, Nolan Leary; (SD)

WEDNESDAY APRIL 28
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My Little Margie (Storm & Farrell)	NBC 8:30	Margie's Millionth Number - with regulars & Roger Pace, Ralph Dumke; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	Dr. Rainwater Goes A-Courtin' - (O) by Dale Wasserman, (A) by William Brandon; with Peter Kelley, Pat Smith, Jack Warden, Heywood Hale Broun, Doug Cummings, Tommy Hallaren; (SD)
STARS ON PARADE	DuM 9:30	Connie Boswell (S), Priest & Fosse (D), "Airmen of Note" (M)

THURSDAY APRIL 29
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Ray Bolger	ABC 8:30	regulars & David Kasday; (SW & SD)
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	Positive Identification - (O) by Robert Alan Aurthur; with Ben Gazzara, Louisa Horton; (SD)
Four Star Playhouse	CBS 8:30	The Doctor and the Countess - (O) by Dr. Maxwell Maltz (from Dr. Pygmalion), (A) by Frederic Brady; with Charles Boyer, Paula Raymond, Carleton G. Young, Hayden Rorke, Don Kohler, Zachart Yaconelli, Freddie Ridgeway, Darla Lee Ridgeway; (SD)
Danny Thomas	ABC 9pm	(O) by William Asher; with regulars & Anne O'Neal; (SD)
LUX VIDEO THEATRE	CBS 9pm	Chair for a Lady- (O) by Paul Flocumb; with Angela Lansbury, Paul Richards; (SD, FROM HOLLYWOOD)
KRAFT TELEVISION THEATRE	ABC 9:30	Unequal Contest - (O) by Abby Mann; with Darren McGavin, Joan Tompkins, Joanne Woodward, Stuart MacIntosh, Noel Leslie, Lee Phillips, Nina Reader, Ed Fuller; (SD) by Fred Carney
Big Town (McVey & Tyler)	CBS 9:30	regulars & Suzanne Ta Fel, Byron Keith, Ann Kimbell, Richard Webb, Herb Vigran; (SW & SD)
Ford Theatre	NBC 9:30	Night Visitor - (O) by Norman Jacob, (A) by Berne Giler; with Arthur Kennedy, Lee J. Cobb, Martha Vickers, Ernest Borgnine, Eddy Waller, Jay Adler, Ric Roman; (SD) by Phil Karlson; Prod by Fred Briskin
	CBS 10pm	Two Brothers - with Darryl Hickman, Robert Patten, Walter Reed, Lyle Talbot, Mae Clarke, John Banner, Grandon Rhodes, John Pickard; (SW & SD)
MARTIN KANE (Stevens)	NBC 10pm	pre-empted by March of Medicine - (O) by Lou Hazam
Foreign Intrigue (James Daly)	WNBT 10:30	F. I. in Mountain Climbing - (O) by George & Gertrude Fass; with regulars & Lawritz Falk, Ivar Wahlgren, Ann-Marie Gyllenspetz, Torsten Lilliecrona; (SD)

FRIDAY APRIL 30
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THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	June Harvey (S), Fletcher Peck Trio (M), Ejnar Jansen, Bil & Cora Baird (puppeteers), Jo Sullivan (S), Charlie Dobson (S), Marjane (S), DeMarco Sisters (S), Gehrig & Weismuller (D)
Pride of the Family (Paul Hartman)	ABC 9pm	(O) by James Allardice, Paul Schneider, Clint Comerford; with regulars & Danny Richards, Jr., Bobby Hyatt, Joseph Vieira; (SD)
Schlitz Playhouse	CBS 9pm	Decision at Sea - (O) by John T. Kelley (based on incident in career of Admiral Marc A. Mitscher); with Don Taylor, Bill Phipps, Carl Benton Reid, Claude Akins, Hayden Rorke, James Dobson, Walter Coy, Tyler MacDuff, George Eldredge; (SD) by Jus Addis
THE BIG STORY (Robert Sloane)	NBC 9pm	Wallace Blythe McCollum, Albuquerque, New Mexico Tribune - (O) by Max Ehrlich; with William Redfield, Vaughn Taylor, Geoffrey Bryant, Ruth Yorke, Jack Hartley, Joanna Roos, John Connaughton, John Kenney; (SD)
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	And the Beasts Were There - (O) by Lawrence Kimble; with John Doucette, Jorja Curtright, William Bishop, Gavin Gordon; (SD) by Richard Irving
LIFE BEGINS AT 80	DuM 9pm	Thomas Mitchell & regulars

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 23 THROUGH FRIDAY APRIL 30

STRIKE IT RICH	CBS 11:30	F(4/23) - Beverly Garland; M - Wayne Richards; W (am) - Burgess Meredith; F - Barbara Rush
GARRY MOORE	CBS 1:30	Tu - Ross & West (C); Thu - Pigmeat Markham (C)
TED STRAETER	WABD 2:45	F (4/23) - Margo, Eddie Albert; M - Roger Dann (S)
KATE SMITH (& Ted Collins)	NBC 3pm	M - regulars; Tu - Marshall Izen (M&C); W - Alene Dalton, Snooky Lanson (S); The Three Suns (M&S); Thu - Charlie Ruggles in World of Mr. Sweeney; Al Bernie (C); F - Jeff Clark & Michele Burke (S), Dorothy Day and fashions
MAGIC COTTAGE	WABD 6pm	Skedge Miller & Earl Hammond; (SW & SD)
COKE TIME-E. FISHER	NBC 7:30	W - Harry Belafonte (S) (1ST ANNIVERSARY OF SHOW)

SATURDAY MAY 1

Johnny Jupiter (Wright King)	WABC 5:30	Reject's Birthday Party - (O) by William Kendall Clarke & Elizabeth Farier, (A) by Clarke; with regulars & Reta Shaw; (SD)
Joe Palooka (Joe Kirkwood)	WABD 7pm	Knobby's Knockout - (O) by Dean Reisner; with regulars & James Flavin, Fritz Feld, Ned Class, Marjorie Bennett, Evelyn Eaton
SPIKE JONES	NBC 8pm	Perez Prado's mambo band & regulars (FROM HOLLYWOOD)
COL. HUMPHREY J. FLACK(Alan Mowbray)	DuM 10pm	The Cruncher - (O) by Hannah Grad Goodman; with regulars & Pat Hosley, Joseph Downing, John Dennis, Bill Grey, Christine Linn, William Martel, Richard Rothrock; (SD)

SUNDAY MAY 2

Hopalong Cassidy	WNBT 11:45	Ghost Trails - (O) by Harrison Jacobs; repeat
Roy Rogers	NBC 6:30	The Silver Fox Hunt - (O) by Mike Raison; repeat
JACK BENNY	CBS 7:30	David Niven & regulars; (SW & SD, FROM HOLLYWOOD)
COLGATE COMEDY HOUR (Martin & Lewis)	NBC 8pm	The Trenier Twins (FROM HOLLYWOOD)
General Electric Theatre	CBS 9pm	To Lift a Father - (O) by Rose Cohn; (A) by Douglas Heyes; with Ruth Hussey, William Lundigan, Tor Johnson, Jonathan Hale, Skelton Knaggs, Dan Riff, Pamela Duncan; (SD) by Robert Stevenson; Prod by Stuart Reynolds
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	The Joker - (O) by N. Richard Nash; with Martin Balsam, Eva Marie Saint, Maurice Shrog, Will West; (SD) by Arthur Penn
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	The Mercenary Beauty - (O) by Norman Sweatman; with John Marley, Tommy Nello, Carol Ohmart, Peter Gray, Lila Barnes; (SD)
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	The Case of the Merciful Manhunt, Chicago - (O) by Max Ehrlich; with Herbert Nelson, John Marriott, Robert Jennings, Humphrey Davis, Lee Pappell, John McGovern, Gilbert Mack, Vic Rondina;(SD)
The Loretta Young Show	NBC 10pm	The Judgement - (O) by Otto Klement; (A) by Richard Morris; with John Howard, Mae Clarke, Peter Brocco, George Eldredge, Robert Bice, Marshall Bradford, Lee Roberts; (SD)

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

LOTTE LENYA - in The Threepenny Opera at the Theatre de Lys - PRESS: Arthur Cantor, LO 5-1883

MAGGIE TEYTE - beloved interpreter of French songs - MGR: David Libidins, CI 6-6898

JOSE GRECO - Spanish dancer opening Mon. at the Broadway Theatre - PRESS: Isadora Bennett, EL 5-4147

FOLA LaFOLLETTE - author of father's biography, ROBERT M. LaFOLLETTE, published by Macmillan - CONTACT: Virginia Patterson, OR 5-4000

PIER ANGELI - film actress - CONTACT: Bill Ornstein, JU 2-2000

JOHN RAITT & JANIS PAIGE - opening on May 12 in The Pajama Game - PRESS: Reuben Rabinovitch, LA 4-1839

Ross Reports ON TELEVISION

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ASSOC ED: Alvin Sullum

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(5)

DuM- 8:45-9:15pm EDT; SPECIAL; U.S.A. - 1975; from WABD(NY), to the net. Sustaining. Pkgr-Prod- DuMont with the N. Y. State Society of Professional Engineers; Dir- Harry Coyle. Scientists and engineers will discuss plans now on the drawing boards for the world of tomorrow. The program is in conjunction with the convention of the engineering group in New York City.

DuM- 9:15-9:30pm EDT; SPECIAL; United Steel Workers of America, ON FILM; from WABD(NY), 6 stations net, 84 stations delayed. Sponsor- United Steel Workers of America (CIO) thru Wiltman & Callahan(Pitt). David J. McDonald, president of the USWA, reports on his recent conference with President Eisenhower.

Saturday(8)

NBC- 3:30-4pm EDT; SPECIAL; A Visit to the Metropolitan Museum of Art (Color); from WNBT(NY), to the net in compatible color. Sustaining. Pkgr- NBC-TV; Exec Prod- Barry Wood; Color Consult- Richard Day; Prod- Robert Graff; Dir- Craig Allen. NBC tours the Metropolitan Museum of Art in New York, showing some of the world's most famous paintings and sculptures in the Museum's renovated galleries. Francis Henry Taylor, director of the Museum, and Ben Grauer will act as guides for the television tour.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Kentucky Calling; HIGHLIGHT May 1; Sat, 5-5:15pm EDT, one time only; from WHAS-TV(Louisville), to the net. Pkgr- CBS-TV Sports Dept; Prod & Dir- Judson Bailey. Prevue of the running of the Kentucky Derby, with Bob Hope, Bill Corum and newspaper publisher Barry Bingham. (See page 67).

Danger (Tue, 10-10:30pm EDT) Jerry Shaw is new alternate director, replacing Mel Ferber effective May 4. Producer Andrew McCullogh is alternate director.

DuM- The Herald of Truth, ON FILM; DEBUT May 2; Sun, 1:30-2pm EDT; from WABD(NY), no. of stations not available (not seen in New York). Sponsor- Churches of Christ thru The Martin Co., Advertising. James W. Nichols and James D. Willeford give weekly talks explaining the doctrines and rites of the Churches of Christ, with each talk interspered with choral group singing.

OTHER NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

DuM- Colonel Humphrey Flack (Fri, 10:30-11pm EDT) New day and time, effective May 7. Program replaces Down You Go, which moves to a new time to be announced. Col Flack had previously been seen Sat, 10-10:30pm EDT.

Wrestling From Chicago (Sat, 9:30pm-12midnight approx) Starts one hour earlier, at 9:30pm, effective May 8.

NBC- Kate Smith Show (Mon thru Fri, 3-4pm EDT) Doug Rodgers is now alternate director, succeeding Laurence Schwab, Jr. Rodgers is also script editor for the dramatic segments used on the program.

NETWORK SPONSOR ACTIVITY

BEST FOODS, INC(Hellmann's & Best Foods Mayonnaise) thru Dancer-Fitzgerald-Sample, Inc(NY) will sponsor the Wed, 4:45-5pm EDT segment of the Robert Q. Lewis Show (Mon thru Fri, 4:30-5pm EDT) over CBS-TV, effective May 5.

THE PAPER-MATE CO(Ball Point Pens) thru Foote, Cone & Belding will become alternate week sponsor of The Stu Erwin Show (Fri, 7:30-8pm EDT) ON FILM over ABC-TV, effective May 14. General Mills, Inc., regular sponsor of the show, remains as alternate week sponsor.

LOCAL STATION ACTIVITY

WABD(Ch 5) New York - New York Infirmary Dance; SPECIAL May 3, Mon, 7:45-8pm EDT, one time only. Sponsor- New York Packard Dealers(autos) thru J. R. Pershall Co(NY). Pkgr-Prod- WABD; Dir- James Saunders. Maggi McNellis and columnist Frank Farrell are co-m.c.'s for the telecast of a portion of New York Infirmary's Spring Dance, marking the 100th anniversary of the institution.

WCBS-TV(Ch 2) New York - Junior Sports Session (Sat, 8-8:30am EDT) New time effective May 1. The program had previously been a half-hour later. On this date, Frank Frisch replaces Tommy Henrich as host and chief instructor for WCBS-PSAL sports program. Henrich is leaving broadcasting for private business.

WOR-TV(Ch 9) New York - The Man in Your Life; STATION CHANGE May 6; Thurs, 4:35-5pm EDT. Sponsor- Dilbert's Food Stores thru Paul Smallen Advertising. Pkgr- Paul Smallen Advertising; Prod- Red Weiss; Dir- Bob Eberle(WOR-TV). Lily Lodge interviews men from every walk of life, discussing the part their work plays in every woman's life. The program has previously been seen over WPIX for the same sponsor.

WPIX(Ch 11) New York - Baseball "Feed Out" to League Cities. Beginning April 30, the station will send out 48 games during the major league baseball season on a clear-feed basis via cable to four cities with league teams while WNHC-TV(New Haven) will pick WPIX' signal off the air for 19 New York Yankee games with various opponents. Feeds include: 11 N.Y. Yankee-Cleveland Indians games to WXEL(Cleve); 4 Yankee-Washington Senator games to WTTG(Wash); 1 Yankee-Baltimore Oriole game to WMAR(Balt) and 2 to WAAM(Balt); 11 N.Y. Giants-St. Louis Cardinals games to WTIV(St. Louis).

WAAM(Ch 13) Baltimore - Meet Your Little Leaguers; DEBUT May 7; Fri, 5:15-5:30pm EDT. Sponsors- Hauswald Bakery, Corkran-Hill & Co., and Wills Dairy, all thru H. W. Buddemeier Agency(Balt). Joe Franz is m.c. for the program, interviewing players, coaches and officials of Little League baseball teams.

WBBM-TV(Ch 2) Chicago - Fabulous You; DEBUT May 2; Sun, 10:45-11pm CDT. Sponsor- Fabulan thru O'Neil, Larson & McMahon(Chi). Prod & Writer- Irene Hellyer; Dir- Marty Egan. Syd Simons, makeup expert, and Jacqueline MacKenzie, fashion coordinator, are regular members of a panel, with a guest hair stylist each week, who give tips on beautifying and dress to a different Chicago woman each week. Jack Taylor is announcer for the program.

WLW-T(Ch 5) Cincinnati - Queen City Jazz; DEBUT April 26; Mon thru Fri, 11:30-12midnight EST. Sustaining. Pkgr & Prod- WLW-T. Bernie Barron is m.c. for the program, which features vocalists Ruby Wright, Patti O'Hara, Marian Spelman, Dave Hamilton and Bob Stewart, backed by Cliff Lash and his orch. The vocalists appear as guests on a rotating basis.

WJBK-TV(Ch 2) Detroit - Psychodrama, ON FILM; SPECIAL May 3; Wed, 6-6:30pm. Sustaining, public service. Pkgr- Pontiac State Hospital; Prod- Dr. Robert P. Crawford & Michigan State College TV personnel. Film written and enacted by members of the Pontiac State Hospital staff to show the therapeutic value of Psychodrama as a modern technique in a modern mental hospital.

KABC-TV(Ch 7) Hollywood, LA - Two For Romance, FILM & LIVE; DEBUT April 26; Mon thru Fri, 2-3pm PDT. Sustaining. Jay Cook gives a live intro to romantic films presented serially over two or three days. He invites women viewers to look into his "just off Sunset" apartment, chats and gives tips on how to make their lives more romantic, and gives synopses of the films as they continue.

KTLA(Ch 5) Hollywood, LA - Easy Life; DEBUT April 26; Mon thru Fri, 6:30-6:45pm PDT. Participations. Dorothy Gardiner and Ken Graue offer tips, advice and commercials on how to make life around the home easier, with various categories featured on different nights. Program is a version of their Handy Hints, which will continue to be presented Mon thru Fri immediately after Easy Life.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
Los Angeles					
KHJ-TV(9)	*"Candid Camera" (Allen A. Funt)	-Interstate Bakeries(Log Cabin Bread) thru Dan B. Miner Co.	5/15	Sat	7-7:30pm
KNXT(2)	#"Death Valley Days" (McCann-Erickson,Inc)	-Pacific Borax Co(20 Mule Team Borax & Boraxo) thru McCann-Erickson, Inc.	5/6	Thu alt weeks	7-7:30pm
KTTV(11)	*"I Led Three Lives" (Ziv TV Programs)	-Golden State Dairy Foods thru Guild, Bascom & Bonfigli	5/1	Sat	8:30-9pm

*First run in market #Re-runs

FILM DIGEST: Telefilm Enterprises has been formed as a television film distributor by Charles Wick and a group of industry investors. Bud Austin, formerly national sales director of Official Films, is vice president and general manager of the new company. First property to be handled by the new firm is Fabian of Scotland Yard, English-produced series previously handled by Wick. The new firm will finance and co-finance U.S. and foreign TV film series..... Walter E. Heller & Co has extended a production loan of over $3,000,000 to Television Programs of America, for four properties produced by TPA: Ramar of the Jungle, The Adventures of Ellery Queen, Lassie and Halls of Ivy..... (Continued on next page)

FILM DIGEST(Cont'd): Screen Gems has sold for summer re-runs all 39 of the films presented on the 1953-54 Ford Theatre program. The Ford Motor Co will re-run 13 of the half-hour films on the net program; Helene Curtis Industries, Inc., will present another 13 films as the Helene Curtis Theatre in the time now occupied by Armstrong's Circle Theatre, while the third group of 13 have been bought by P. Lorillard Co for use on its Kent Theatre in various markets.

RATINGS DIGEST

ONCE WEEKLY PROGRAMS EVENING, SPONSORED (Net - Film or Live)	NATIONAL NIELSEN 2 Weeks end Mar 27 Homes(000)	Homes(%)	TELEPULSE Week Mar 1-7 MARCH	TRENDEX Week April 1-7 APRIL
I Love Lucy(CBS-F)	(1) 16,615	(1) 64.2	(1) 49.5	(2) 46.2
Academy Award(NBC-L)	(2) 14,953	(2) 54.0	#	#
Dragnet(NBC-F)	(3) 14,390	(3) 53.1	(2) 46.3	(1) 46.3
Bob Hope Show(NBC-L)	(4) 14,124	(4) 52.9	#	#
Buick-Berle Show(NBC-L)	(5) 12,925	(6) 48.5	(5) 33.9	*
You Bet Your Life(NBC-F)	(6) 12,618	(7) 46.1	(3) 40.7	(8) 32.6
Jackie Gleason Show(CBS-L)	(7) 12,058	(5) 48.6	(6) 33.4	(3) 44.2
Godfrey Talent Scouts(CBS-L)	(8) 11,292	(8) 44.3	(4) 37.2	#
Toast of the Town(CBS-L)	(9) 11,270	(10) 43.0	*	(5) 35.4
Blue Ribbon Boxing(CBS-L)	(10) 11,250	*	*	*
Jack Benny Show(CBS-F)	*	(9) 43.8	#	#
Burns and Allen(CBS-F)	*	*	(7) 31.7	*
Our Miss Brooks(CBS-F)	*	*	(8) 31.1	(6) 34.4
Arthur Godfrey Friends(CBS-L)	*	*	(9) 31.0	(10) 31.0
Television Playhouse(NBC-L)	*	*	(10) 30.6	*
Cavalcade of Sports(NBC-L) (Olson-Gavilan)	*	*	*	(4) 43.5
This Is Your Life(NBC-L)	*	*	*	(7) 33.5
Ford Theatre(NBC-F)	*	*	*	(9) 32.2

CODE: *Not placed in first ten in survey #Not on air during survey week
Numbers in parentheses denote placement in each survey list. (NOTE: Olson-Gavilan fight not covered in two surveys noted above). See page 57 for previous digest.

NEWS AND COMMENT: TV films are coming of age according to signs showing up with increasing frequency on station log sheets. One West Coast station noted last week that four changes in films "were necessitated by bad prints." One was an old series, two were old feature films and one was from a new series that just finished production. All of which indicates that distribs are starting to cut expense corners by bicycling prints without checking or are not replacing damaged prints. And the stations are explaining the situation to newspapers with the notes on correction sheets..... Twenty-five TV stations led by KTTV have set up an organizing committee to establish a Television Advertising Bureau along the lines and operating in the manner of the Bureau of Advertising of the American Newspaper Publishers' Association, to promote the virtues of TV advertising and act as a clearing house for data.....DuMont signed a two-year contract for the staging of Monday Night Fights to originate from St. Nicholas Arena, New York, beginning May 17. Eastern Parkway, the former DuMont origination for the fights, has signed with ABC-TV for Monday night telecasts, leading to head-on conflict.

PERSONNEL CHANGES: Elihu E. Harris appointed director of advertising and promotion of Screen Gems, Inc., effective May 17, replacing Harry K. McWilliams, resigned. .....Henry T. Sjogren (cq) appointed general manager of WNBQ-WMAQ, NBC's o-and-o Chicago TV and AM stations.....Austin Heywood named asst publicity manager for KNXT(H'wood), effective May 1.

TALENT SHOWSHEET MAY 3-9, 1954
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Most of the shows on April 30, May 1, 2 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 7. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters,underlined.

FRIDAY APRIL 30
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MAMA (Peggy Wood)	CBS 8pm	Mama and Exposition Fever - (O) by Gail Ingram; with regulars & Ruth Hammond, Nancy Follock, John Howes; 9(SD)
DAVE GARROWAY	NBC 8pm	Herb Shriner & regulars
Inner Sanctum	WOR 9:30	The Hermit - (SW) by Doug Johnson; with John Marley, Gloria Marlowe, Harry Bellaver, John Coots, Tiger Andrews; (SD)
CAMBPELL SOUNDSTAGE	NBC 9:30	Al Toolum and His Buddy Leo - (O) by Robert Alan Aurthur (based on characters in his novel The Glorification of Al Toolum); with Robert Preston, Leo Durocher, Van Dyke Parks, others; (SD)

SATURDAY MAY 1
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ROD BROWN	CBS 11:30	regulars & Richard Purdy, Rusty Lane, Jim Boles, Phyllis Palmer
SECRET FILES OF CAPTAIN VIDEO(Hodge)	DuM 11:30	(O) by Sam Joefuller; with regulars & John Stanley, Terrence Kilburn, Fred Downs, Bernard Cates, Ed Peck, Maurice Wells
Man Against Crime (Ralph Bellamy)	WNBT 7pm & NBC SUN 10:30pm	The Man in the Iron Car - (O) by Douglas Stone; with Guy Raymond, James Little, Frank Sutton, Henry Beckman; (SD)
ETHEL AND ALBERT	NBC 7:30	regulars & Katherine Squire, David Opatoshu, Walter Kinsella
YOUR SHOW OF SHOWS (Sid Caesar & Imogene Coca)	NBC 9pm	Louis Jourdan, guest host; Marguerite Piazza (S), Billy Williams Quartet (D), Bambi Linn & Rod Alexander (D), Bob Hamilton Trio (D), Jack Russell, Sylvia Michaels, Keith Textor (all S) & regulars

SUNDAY MAY 2
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LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The Challenge - (O) by Jerome Coopersmith; with Frances Foster, Rosetta LeNoire, Emory Richardson, John Marriott, Josh White, Jr.
FRONTIERS OF FAITH	NBC 1:30	The Microscope and the Prayer Shawl - (O) by Morton Wishengrad; with Joseph Wiseman, E. A. Krumschmidt, Warren Parker, Peg Hillias, Ralph Bell; (SD)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	Petticoat Revolution - (O) by Helene Hanff; with Helen Westcott, Ann Staunton, Jess Barker, Gil Herman, Henry Hayden;(FROM H'WD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Death of Rasputin - (O) by Alex Furth; with Rod Steiger, Felicia Monteleagre, Fred Tozere, Hurd Hatfield, Ross Martin, Walter Brooke, Nehemiah Persoff, Katharine Bard; (SD)
PAUL WINCHELL	NBC 7pm	Dorothy Sarnoff (S) & regulars
JACK BENNY	CBS 7:30	David Niven; add: Margaret Hayes, Sportsmen Quartet (S) (FROM HD)
MR. PEEPERS(Cox)		regulars & Susan Steele, Betty Sinclair, Ray Bramley; (SW & SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	ASCAP Story - Part I - with Celeste Holm, Bert Lahr, Julius LaRosa, Lionel Hampton, W. C. Handy, Lillian Roth, Mimi Benzell, Earl Wrightson, Maude Nugent Jerome, Alice Lawlor, Geoffrey O'Hara, Otto Harbach (PART II next week)
COLGATE COMEDY HOUR (Dean Martin & Jerry Lewis)	NBC 8pm	Trenier Twins; Prod & Dir by Ernest Glucksman; (O) by Artie Phillips, Harry Crane with special material by Danny Shapiro, Hal Bourne; Choreog by Nick Castle (FROM HOLLYWOOD
ROCKY KING, DETECTIVE(Roscoe & Todd Karns)	DuM 9pm	Fire of Death - (O) by Lewis Scott; with Scott Tennyson, Diana Herbert, Frank Campanella, Claire Cobert, Alan Bergman
PACKARD SHOW-WRIGHT	ABC 9:15	Cesare Siepi (S)

SUNDAY MAY 2 (Cont'd)

THE WEB	CBS 10pm	Grand Finale - (O) by Art Wallace; with Henry Lascoe, Lisa Ferraday, Jet MacDonald, Rudolf Weiss, James Bender, Jack Lord, Ronald Dawson

MONDAY MAY 3

JAMIE (Brandon de Wilde)	ABC 7:30	Liz's Home Assignment - (O) by Julian Claman; with Jack Mullanen, Natalie Trundy, and regulars
GODFREY TALENT SCOUTS	CBS 8:30	Bob Ferrin, Harry Morris & Dom Basta(M); Phyllis Joyce(S,M); Eddie Ericksen(tenor)
VOICE OF FIRESTONE	NBC 8:30 (COLOR)	Dorothy Warenskjold, Robert Rounseville, Beatrice Kraft(D)
I Love Lucy	CBS 9pm	Regulars & Tennessee Ernie Ford
RED BUTTONS	CBS 9:30	(O) by Danny & Doc Simon, Buddy Arnold, Woody Kling; with regulars & Harold J. Stone, Boris Marshalov, Gerald Milton, Herbie Faye, Allan Walker, James Nolan, Charlie Applewhite, Margaret Hamilton, Parker Fennelly, Jack Albertson
ROBERT MONTGOMERY PRESENTS	NBC 9:30	The Wages Of Fear - (A) by Adrian Spies from novel by Georges Arnaud as translated into English; with Louis Jordan, Hope Miller, Russell Hardie, Carlos Montalban, Victor Varconi, Rubin Singer, Herman Schwedt; Dir: Norman Felton
STUDIO ONE	CBS 10pm	Cardinal Mindszenty - (A) by William Templeton from Dr. Bela Fabian's biography of the famous Hungarian prelate; with Claude Dauphin, Charles Andre, Ludwig Roth, Tamara Daykarhanova, Martin Brandt, Alfred Zeisler, Vilma Kurer, Marcel Hillaire, Peter Capell, plus 29 other lesser roles; title drawing by Howard Mandel; Narrator: Don Hollenbeck; Dir: Paul Nickell
THE SPANISH HOUR (Don Passante)	WOR 10pm	Jose Greco; also film clips featuring Carmen Amaya
Adolphe Menjou's Favorite Story	WNBT 10:30	Strange Valley - (O) by H.G. Wells, (A) - unknown; with Menjou, Kenneth Tobey, Carla Balenda, David A. Leonard, Forrest Taylor, Ted Mapes

TUESDAY MAY 4

Janet Dean, R. N. (Ella Raines)	WNBT 7pm	The Edwards Case - (O) by Sarett Rudley; with Murray Matheson, Melville Cooper, Marcel Hillaire, John McGovern, Alan Haines; Dir: Robert Boyle
Cavalcade Of America	ABC 7:30	The Gentle Conqueror - (O) by Tom Seller & William Sackheim; with Wilton Graff, Pitt Herbert, Richard Beymer, Lamont Johnson, Ted de Corsia, David Bond, Rico Alaniz, Dorothy Sky Eagle
Gene Autry	CBS 8pm	The Old Prospector - (O) by Milton J. Raison; with regulars and Bernard Szold, Terry Frost, Eqing Mitchell, Sandy Sanders, Lyle Talbot, Myron Healy
BUICK-BERLE	NBC 8pm	Vivian Vance, William Frawley, Janet Blair
LOVE STORY	DuM 8:30	The Matchmaker - (O) by Gladys Seidelhuber; with Beatrice Straight, Murray Matheson, Walter Burke; (SD)
Fireside Theater (Gene Raymond)	NBC 9pm	Like The Father, So The Son - (O) by Mark Hager, (A) by Herbert Little Jr. & David Victor; with Hugh Sanders, Norman Ollestad, Marjorie Lord, Skip Torgerson, Emile Meyer, Nolan Leary, Robert Foulk, William Fawcett; (SD)
MOTOROLA TV HOUR	ABC 9:30	Love Song - (O) by Kenneth Sellers & Philip McKenna; with Oscar Homolka, Lisa Kirk, Enid Markey, Lydia St. Clair, Will Kulluva, Joe De Santis, Royal Dano, Don Hanmer, Dolores Sutton; (SD)
SUSPENSE	CBS 9:30	Smoke - (O) by William Faulkner, (A) by Gore Vidal; with E. G. Marshall, Bart Burns, George Mitchell, Pat Hingle, G. Albert Smith, Kenny Delmar, Charles Pursell; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Hand Of The Hunter - (O) by Morton Wishengrad & Virginia Mazer; with Joseph Schildkraut, E.A. Krumschmidt, Lisa Osten, John Seymour; (SD)

TUESDAY MAY 4 (Cont'd)

DANGER	CBS 10pm	The Ring Of Death - (O) by Joe Marr; with Pat Kirkland, Martin Brook, Grant Richards, William Harrigan, Alonzo Bosan; (SD)
Mr. & Mrs. North (Britton & Denning)	NBC 10:30	The Girl In Cell 13 - (O) by Doris Gilbert; with Gloria Henry, Lynne Milan, Lillian Bronson, Paul Picerni, Lynn Guild, Gloria Grant, Lynn Allen, Kathleen Freeman; (SD)

WEDNESDAY MAY 5

Mark Saber (Tom Conway)	ABC 7:30	The Case Of The Fatal Ruby - (O) by M.M. Raison; with Meg Randall, Keith Richards, George L. Spaulding, Clark Howatt, Pat Coleman, Frank Marlowe, Paul Norby; (SD)
My Little Margie	NBC 8:30	Vern On The Lam - with regulars & Fortunio Bonanova
KRAFT TELEVISION THEATRE	NBC 9pm	Alice In Wonderland - (A) by Jack Roche from Lewis Carroll's classic; with Robin Morgan as "Alice"; with Edgar Bergen & Charlie McCarthy, Bobby Clark, James Barton, Arnold Moss, Ernest Truex, Blanche Yurka, Una O'Connor, Arthur Treacher, Jerome Kilty, Art Carney, Joey Walsh, Fredd Wayne, Joe E. Marks, Cliff Hall, Chandler Cowles, Paul Newman, Malcolm Beggs, Iggy Wolfington, Carl White; Designer: Duane McKinney; Dir: Maury Holland; This is Kraft's 7th Anniversary Show (Debuted May 7, 1947)
ANGEL AUDITIONS (Paula Stone)	WABC 10:30	Crosstown - music by Peter Howard, lyrics by Shelly Dobbins; sketches by Lou Dropkin & Felix Leon; Choreog by Betty Abbott & Nona MacDonald; with Kenneth Nelson, Cece Blake, Pat Welch, Betty Abbott, Nona MacDonald; Jimmy Kirkwood & Lee Goodman are featured in the sketches

THURSDAY MAY 6

JANE FROMAN	CBS 7:45	The Mikado - abbreviated version of Gilbert & Sullivan light opera; with Froman, Peter Birch, Bob Newkum, Hal Saunders, Bob Burkhardt, Bill Diehl; Narrator: Allyn Edwards
Four Star Playhouse	CBS 8:30	A Man Of The World - (O) by Seeleg Lester & Merwin Gerard; with David Niven, Barbara Lawrence; (Repeat of show 12/17/53)
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Quiet Lie - (O) by George Bellak; with J. Carroll Naish, Ed Begley, Kathleen McGuire, Paul Stevens; (SD)
LUX VIDEO THEATRE	CBS 9pm	Two Dozen Roses - (O) by Mortimer Braus; with Janet Gaylord, Frank Wilcox, Carol Brannan, Tyler MacDuff, others to be announced; (LIVE, FROM HOLLYWOOD)
KRAFT TELEVISION THEATRE	ABC 9:30	Arrowsmith - (O) by Sinclair Lewis, (A) by Kathleen & R. Howard Lindsay; with Richard Kiley, Joseph Wiseman, June Dayton, Eileen Heckart, Biff McGuire, John Shellie, Elizabeth Montgomery, Milton Seltzer, Nell Harrison, Viola Roach, Philip Pine, James Broderick, Anthony Francioso; Dir: Fielder Cook
Big Town (McVey & Tyler)	CBS 9:30	Regulars & Jeanette Nolan, Steven Geray, Robert Burton, Jack George, Russ Conway, Norbert Schiller, Jimmy Hyland; (SD)
Ford Theatre	NBC 9:30	A Season To Love - (O) by Dorothy DeKoven & Fannie Baum, (A) by Karen DeWolf; with Ida Lupino, Howard Duff, Frances Robinson, Sara Haden, Stanley Farrar, Robin Raymond; Dir: Ted Post
Public Defender (Reed Hadley)	CBS 10pm	Badge Of Honor - with Harry Carey Jr., Frankie Darro, Sally Fraser, Frank Eldredge, Betty Finley, James Flavin, Emory Parnell; (SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	Mona Bruns, Martin Newman, Anne Seymour, Zolya Talma, Vinton Hayworth
Foreign Intrigue (James Daly)	WNBT 10:30	F.I. In The Missing Official - (O) by Tom Younger & Ed Mazzacco, (A) by Sheldon Reynolds; with Isa Quensel, Alasin Blair, Leif Hevenberg, John Widborg; Dir: Steve Previn

FRIDAY MAY 7

THE NEW REVUE (Mike Wallace)	CBS 5:30 (COLOR)	Bil & Cora Baird, Nancy Walker, Stan Freeman, Blackburn Twins & Evelyn Ward, Mae Barnes, The 3 Flames(S,M), Richard Eastham(S), The Margaret Sisters & Bruno(D)

FRIDAY MAY 7 (Cont'd)

DAVE GARROWAY	NBC 8pm (COLOR)	Paul Winchell
Pepsi-Cola Playhouse (Anita Colby)	ABC 8:30	Girl On The Drum - (O) by Frederick Nebel, (A) by F.W. Earnshaw; with Jack Kelly, Lita Baron, Carleton Young, Geraldine Hall, Joanne Jordan, Belle Mitchell, Edward Colmans, Neyle Morrow
Paul Hartman Show	ABC 9pm	Joanne Davis joins as regular in role of "Miss Perkins"
Schlitz Playhouse	CBS 9pm	Prisoner Of The Town - (O) by Monte Pittman; with John Ireland, Carolyn Jones, Carleton Young, Don Beddoe, Helen Wallace, Bob Wilke, Arthur Space; (SD)
THE BIG STORY (Robert Sloane)	NBC 9pm	Chet Holcombe, Santa Barbara News Press - (O) by Max Ehrlich; with James Gregory, Tafa Lee, Alexander Lockwood, Jay Barney, Fred Tozere, Peter Chan, Jim Boles; (SD)
CAMPBELL SOUNDSTAGE	NBC 9:30	The Gold Band - (O) by Norman Lessing; with Pat Crowley; others to be announced
Inner Sanctum	WOR 9:30	The Hands - (O) by Lou Vittes; with William Prince, Kim Stanley, Leif Erickson, Stanley Tackney; (SD)
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10:30	King Hakmir Kahn - (O) by Carl Jampel; with Maxine Stuart, Cort Benson, John Kane, Robert P. Lieb, Al B. Murray; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 30 THROUGH FRIDAY MAY 7

THREE STEPS TO HEAVEN (Diana Douglas)	NBC 10:45am	M thru F; Added to regulars are Donald Symington, Jane Seymour, Henry Lascoe
KATE SMITH	NBC 3pm	M - Ezio Pinza, Al Bernie(C); W - Stan Freeman, Charles Ruggles sketch; Th - Howell & Radcliffe(C); F - Jeff Clark(S)
MAGIC COTTAGE (Pat Meikle)	WABD 6pm	M thru F; Curtis Wheeler, Ed Holmes

SATURDAY MAY 8

NBC-TV OPERA THEATRE	NBC 4pm	Salome - opera by Richard Strauss; English version by Charles Polacheck & NBC Opera Dept; Conductor: Peter Herman Adler; Dir: Kirk Browning; Choreog: John Butler; Prod'n Designer: William Molyneux; Costumes: John Boxer; Asst Cond: Felix Popper; with Elaine Malbin, Lorna Sydney, Andrew McKinley, Norman Atkins, Davis Cunningham, Carol Jones, Nathaniel Schub, Robert Holland, Howard Fried, David Williams, Sigmund Mezey, Lee Cass, William Lewis, Kalen Kermoyan, Robert Leffler, Francis Monachino, John Johnson; actors in non-singing roles are John Cassavetes & Sal Mineo; Carmen Gutierrez as a dancer
Johnny Jupiter (Wright King)	WABC 5:30	Home Movies - (O) by Jerome Coopersmith & Alan Kahn; with Reta Shaw & regulars; (SD)
Joe Palooka (Joe Kirkwood)	WABD 7pm	Neutral Corner - (O) by Lee Backman & Robert Abel; with regulars & Charles Buchinsky, Mary Ellen Kay, Geoffrey Palmer, Peter Price, Harvey Grant, Barney Phillips; (SD)
Man Against Crime (Ralph Bellamy)	WNBT 7pm	Sunset Farm - (O) by Bradford Ropes; with Anne Ives, Viola Roach, Walter Klavun; (SD)

SUNDAY MAY 9

HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	Moby Dick - (A) by Howard Rodman from the classic by Herman Melville; with Victor Jory, others to be announced; (LIVE, FROM HOLLYWOOD)
KUKLA, FRAN & OLLIE (Burr Tillstrom)	NBC 5:30 (COLOR)	Hansel And Gretel - a return engagement of the noted children's story, produced & directed by Oliver J. Dragon; with Kukla as Hansel, Fran Allison as Gretel; *NOTE: Beulah Witch will play again the character of The Witch, a role considerably padded for this repeat Kuklapolitan production, in order to conform with Miss Witch's present advanced standing in the theatrical world.

SUNDAY MAY 9 (Cont'd)
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Roy Rogers	NBC 6:30	Death Medicine - (O) by Ray Wilson; with regulars & Ray Bennett, Rory Wallinson, Bill George, Fred Graham, Bert La Baron, Bill McCormick; Dir: Robert G. Walker
COLGATE COMEDY HOUR	NBC 8pm	Jimmy Durante; with Shelley Winters, Eddie Jackson, Jules Buffano, Linda(trapeze), Kirkman(magic), Pansy The Horse, Harold De Garro(stilt walker), Wally Blair(juggler), Art LaRue (clown) & His Dogs, George Perkins(clown) & His Automobile; Show will highlight circus theme with live animals: burro, camel, elephant, seal, chimpanzee, dogs, two lions
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Miss Look-Alike - (O) by Mann Rubin; with Geraldine Page, Norman Feld, Ruth White, Walter Brook, Bibi Osterwald, Jordan Bentley; Dir: Vincent Donehue
MARTHA WRIGHT	ABC 9:15	Wally Cox
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	The Case Of The Disappearing Freight, Boston - (O) by David Harmon; with Howard St. John, Cliff Hall, Harold McGee, Frank Sutton, Svea Grunfeld, Richard Bishop, Charles Penman; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	The Sick Man - (O) by Vera Caliste; with Ken Konopka, Ethel Britton, Ed Peck, Ruth Manning; (SD)
Loretta Young Show	NBC 10pm	Oh, My Aching Heart! - (O) by Paul Franklin; with Miss Young, George Nader, Don Beddoe, Sally Blane, Barbara Logan; (SD)